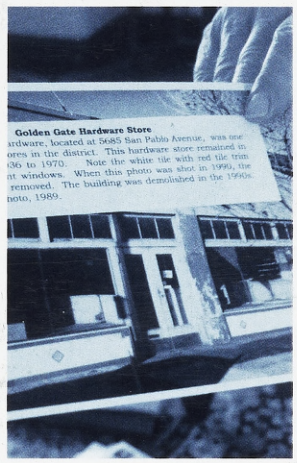
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GOLDEN GATE NEIGHBORHOOD

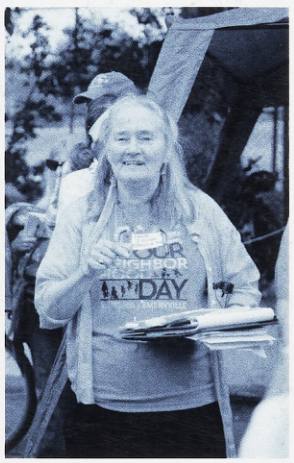
Edward Blakely



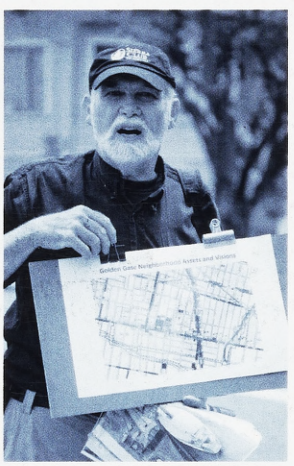


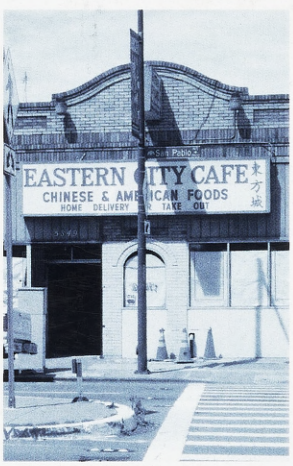












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COMMONS ARCHIVE

PHOTO KEY (IMAGES LEFT TO RIGHT)

NEIGHBORHOOD BUSINESS Family photo of Benjamin Williams, founder of Williams Low-Cost Appliances, now owned by his nephew, at 6451 San Pablo Avenue 2015	**NEIGHBORHOOD BUSINESS** Golden Gate's business district on San Pablo Avenue circa 1980 Courtesy Emeryville Historical Society	**FARMERS' MARKET** Phat Beets Food Justice Market & CSA on Grace Street by Destiny Arts 2014 Photo by Lorah Gross	**NEIGHBORHOOD HOME** One of the first homes in the neighborhood purchased by an African American family in the 1940s 2015	**LONG-TIME NEIGHBOR** Laura Ingram, activist & founder of SPAGGIA neighborhood group, at 'Love Our Neighborhood Day' celebration 2014 Photo by Pamela Palma
HISTORIC SITE St. Columba Church's front lawn with crosses marking annual homicides in Oakland 2014 Photo by Gene Anderson	**LONG-TIME NEIGHBOR** Robin Freeman, planner & environmentalist, at Communities' Crossing, a series of neighborhood history events 2014 Photo by Pamela Palma	**NEIGHBORHOOD BUSINESS** Eastern City Café, a family-owned restaurant, 1970s-2016, on San Pablo Avenue near 59th Street 2014	Commons Archive COMMONS ARCHIVE COMMONS ARCHIVE Commons Archive Commons Archive COMMONS ARCHIVE Commons Archive Commons Archive	**HISTORIC SITE** Golden Gate Hotel, at Marshall Street & Stanford Avenue 1886 Courtesy Emeryville Historical Society
LONG-TIME NEIGHBOR Joanne Dickerson-Harper, whose parents were among the first African Americans in the Golden Gate (1940s) 2015 Photo by Lorah Gross	**NEIGHBORHOOD HOME** Golden Gate Italianate cottage possibly built by Charles Klinkner circa 1868 Courtesy Emeryville Historical Society	**HISTORIC SITE** Engraving of indigenous Ohlone in a tule boat on the San Francisco Bay 1916 Courtesy *Images of America: Emeryville,* Arcadia Publishing	**NEIGHBORHOOD GARDEN** Golden Gate's Community Garden at 1068 62nd Street, part of Oakland's gardening program 2014	

Photos by marksearch unless noted

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LONG-TIME NEIGHBOR Maxine Dickerson-Harper, whose parents were among the first African Americans in the Golden Gate (1940s) 2015 Photo by Loren Goss	**NEIGHBORHOOD HOME** Golden Gate Italianate cottage possibly built by Charles Klinker circa 1868 Courtesy Emeryville Historical Society	**HISTORIC SITE** Endangered, indigenous Ohlone in a tule boat on the San Francisco Bay 1916 Courtesy Images of Arcadia Publishing	**NEIGHBORHOOD GARDEN** Golden Gate's Community Garden at 1068 62nd Street, part of Oakland's gardening program 2014	

Photos by mekkoatch unless noted

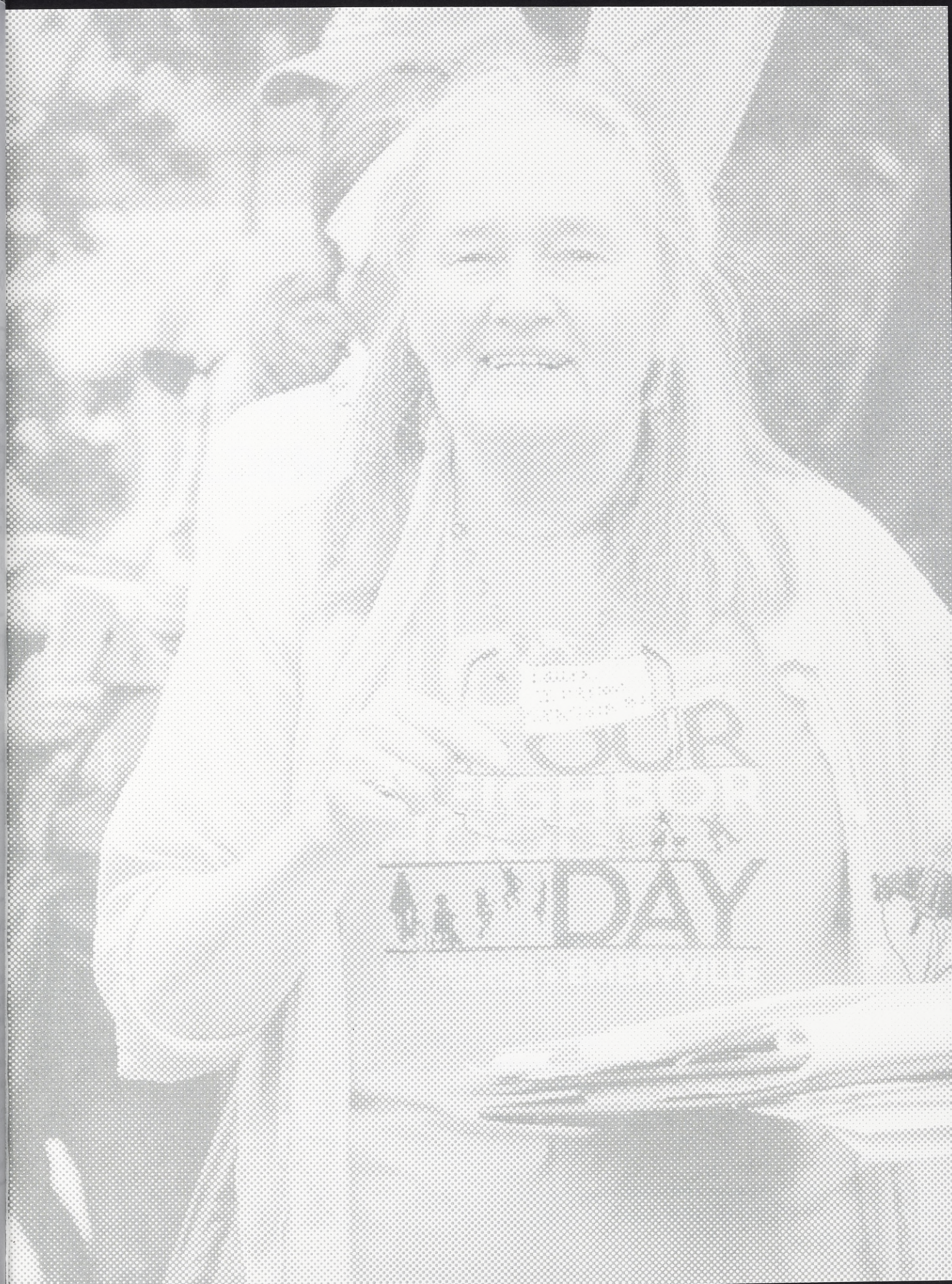

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PHOTO PREVIOUS PAGE

Laura Ingram, activist & founder of SPAGGIA neighborhood group, at 'Love Our Neighborhood Day' celebration, 2014

Photo by Pamela Palma

COMMUNITY PROFILE:
GOLDEN GATE NEIGHBORHOOD

1993

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COMMONS ARCHIVE

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Golden Gate Community Association

PLACE for Sustainable Living

Golden Gate Recreation Center

Emeryville Center of Community Life

Emeryville Historical Society

Emeryville Senior Center

North Oakland Senior Center

Kala Art Institute

Commons Archive

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Sue Mark gratefully acknowledges permission from the University of California's Intellectual Property & Research Alliances to reprint *Community Profile: Golden Gate Neighborhood*. Kala Art Institute has also generously given permission to print reports developed in collaboration with IN-City, College of Environmental Design at the University of California, Berkeley. Thanks to neighbor and planner Robin Freeman for granting permission to re-print 'Connecting the Dots'.

Commons Archive is a project initiated by cultural researcher Sue Mark in collaboration with stakeholders in the Golden Gate Branch Library service area (North Oakland, South Berkeley, Emeryville). The views expressed by individuals or in materials developed as part of Commons Archive are representative of the project's collective conception and production and are not necessarily the views of the Oakland Public Library or any other individual involved.

INTRODUCTION

"Who are we? What is this place? Who does it belong to?"

"Sharing local history brings us closer together as things change."

–Golden Gate neighbors

Whose stories are preserved and whose are lost? This large question is at the heart of Commons Archive, a neighborhood memory bank organized by cultural researcher Sue Mark at North Oakland's Golden Gate Branch Library. Initiated in 2016 in response to profound demographic shifts impacting this community, Commons Archive includes materials, special programs and installations throughout the library. The archive's unconventional format highlights recollections that, if undocumented, will disappear.

Commons Archive honors neighbors' multiple roles as participants, narrators and creators of the many histories of this dynamically changing area. This neighborhood's lifecycle has moved at varying rates: over the past five years, this wedge of North Oakland, South Berkeley and Emeryville has experienced profound shifts, sparking debates among residents about local identity.

As a longstanding community anchor, the Golden Gate Branch Library bears witness to the neighborhood's changes. This branch has served hundreds of thousands of neighbors since opening its doors on December 15, 1918. From youth clubs to Diwali festivals, garden shows to film screenings, the library strives to reflect the diversity of the neighborhood.

Commons Archive enriches this goal by holding in place the stories of those who have lived here and providing access to these stories for years to come. As neighbors continue to flow through the community, the archive will stand to preserve these memories.

The Golden Gate Library Local Collection presents some materials that were, up until now, stored in basements, locked file cabinets and forgotten boxes. These newsletters, journals, unpublished papers, articles, scrapbooks and reports describe a neighborhood that has been and will continue to be supported by a vital network of local organizations. The Local

Collection brings together narratives of the dedicated efforts of neighbors and community-based organizations.

Commons Archive not only peels back the neighborhood's layers but also stretches towards the future. We hope that these materials will become an invaluable resource for neighbors and researchers. We invite you to add to this growing pool of information by commenting on these materials, sharing your experiences in the community and inviting your neighbor to join the process.

Sue Mark
Cultural Researcher
marksearch

Erin Sanders
Manager
Golden Gate Branch Library

2019

PREFACE

COMMUNITY PROFILE: GOLDEN GATE NEIGHBORHOOD

Surprisingly, since the early 1990s, several generations of UC Berkeley urban planning students have studied the Golden Gate neighborhood. Every ten years or so, a fresh crop of researchers explores this neighborhood, convenes community meetings and analyzes the area's assets and challenges. These reports, filled with government statistics and anecdotal reflections, offer a detailed snapshot of the neighborhood. Sadly, this rich material lacks wide distribution.

In 1993, a group of eager students undertook the ambitious task of evaluating this neighborhood. At the time, the Golden Gate was a hotspot for Oakland's crippling crack epidemic. According to a study by the independent research nonprofit Rand Corporation, between 1980 and 2000, Oakland ranked seventh out of 232 American cities suffering from devastating crack problems. Recalling this period, one neighbor confessed that she didn't know if she needed "a machete or a machine gun" to navigate her drug-riddled street. The urban planning students' optimistic goal was to "provide tools for the neighborhood in its attempt to create a vision of its own future."

The *Community Profile: Golden Gate Neighborhood* report came to me via local historian Don Hausler and his research trove. During his nearly three-decade tenure as coordinator for the Emeryville Historical Society, he has amassed an unparalleled collection of materials about the Golden Gate neighborhood. While the area has changed in many ways since the 1990s, some challenges persist, especially rising housing costs that make the neighborhood unaffordable for many longtime residents, a struggling commercial district along San Pablo Avenue and areas of violent crime. Unfortunately, Hausler's copy of this report has a glaring deficit: pages 24 through 44 are mysteriously absent. Though several neighbors remember participating in meetings and recall seeing the report's distinctive yellow cover, no one could lay their hands on a complete original copy.

Where do reports like this wind up and how do they move beyond their academic case-study status to benefit the community? With these questions in mind, we launched the Golden Gate Library Local Collection to freely circulate documents like this one. As the

neighborhood grows and changes, it's essential that longtime neighbors know that their experiences are preserved and that new neighbors have resources to learn about their new home.

In 2013, I was honored to be part of Kala Art Institute's inaugural iteration of *Print Public*, a new program that "...[provides] a platform for artists to work on interdisciplinary projects with digital or print media while animating public space, reaching new communities, building local partnerships, and deepening neighborhood ties." Initially a collaboration with UC Berkeley's College of Environmental Design, *Print Public* paired artists with urban planning students to broaden their capacity. Kala also became a client of IN-City, the College's summer pre-masters urban planning program. Teams of planners researched Kala's environs, including North Oakland, South Berkeley and Emeryville, to analyze the potential impacts of art initiatives such as *Print Public*. Kala has generously given permission for us to include these reports in this Golden Gate Library Local Collection volume. In the spirit of sharing, Robin Freeman, a longtime Golden Gate neighbor, environmental planner and educator, has allowed us to re-print a 2013 neighborhood vision statement generated from community engagement meetings he organized through Merritt College.

In contrast, obtaining re-printing permissions for the *Community Profile: Golden Gate Neighborhood* report was not a simple task. Through emails with staff at UC Berkley's School of Environmental Design, I learned that this report is an 'orphan document.' Since it was written by a group of students as a class project, no one owns it. I was advised to contact Professor Edward Blakely, a renowned urban planning scholar and practitioner who taught the 1993 community development class. In addition to holding academic leadership positions in several university urban planning departments, Professor Blakely was the so-called recovery-czar for post-Katrina New Orleans. The now octogenarian professor emeritus at the University of Sydney in Australia did not respond to my emails. Determined to legitimately daylight this document, I continued to pursue permission via the University of California's Intellectual Property & Research Alliances. Many emails and phone calls later, I received this satisfying response from Kate Lewis, Associate Director of the Industry Alliances Office and Laleh Shayesteh, Licensing Officer of the Office of Technology Licensing:

The reproduction of this material can count as fair use because:

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I'm pleased that through the Golden Gate Library Local Collection, the community can now access this report alongside other valuable neighborhood studies.



GOLDEN GATE NEIGHBORHOOD

COMMUNITY PROFILE & COMPENDIUM

May 18, 1993

Prepared by: Max Anderson
Jennifer Cooper
Elke Davidson
Kate Emanuel
Carolyn Peterson

For: San Pablo Avenue/Golden Gate
Improvement Association

City Planning 268
Community Development
Professor Edward Blakely

GOLDEN GATE NEIGHBORHOOD PROFILE
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INTRODUCTION

Group Introduction

This report has been prepared by a group of five students of the City and Regional Planning Dept. of U.C. Berkeley. It was developed with community members of the Golden Gate neighborhood, with input from Laura Ingram, aide to Councilperson Sheila Jordan, as part of a class project for CP268 Community Development, taught by Professor Edward Blakely. Team members include: Max Anderson, Jennifer Cooper, Elke Davidson, Kate Emanuel, and Carolyn Peterson.

As part of the process, community meetings were held, in addition to interviews with local residents and community leaders. Data was gathered from various sources including the U.S. Census for 1970, 1980 and 1990; the Planning Department of the Oakland Police Department; the Department of Planning and Research of AC Transit; the Environemental Impact Report for the East Baybridge Project (Catellus); the Tax Assessors Office of the City of Oakland; the Planning Department of the City of Oakland; Alameda County Environmental Health Department; Oakland Chamber of Commerce. The data was presented to community members at a SPAGGIA meeting on May 7, 1993.

Document Introduction

This document is a community profile of the North Oakland neighborhood known as the Golden Gate. Its purpose is to describe the environment within which the neighborhood will be initiating and/or responding to current and future development efforts. In addition, this report seeks to identify specific economic, social, institutional and political barriers and opportunities for community development.

This report will give a brief historical overview of the Golden Gate, and describe the neighborhood in terms of demographics, landuse and commercial patterns, housing stock and ownership patterns, crime and safety issues, transportation issues, and organizational capacity. The "environment" of the Golden Gate also includes projects and trends that border the neighborhood that we believe may pose significant challenges and opportunities for the community.

With this document, we seek to provide tools for the neighborhood in its attempt to create a vision of its own future. In offering pertinent data, issue identification and some strategies for change we hope to contribute to the process of the revitalization of the Golden Gate neighborhood.


SPELLMAN
CLOTHIERS


DRUGS


HOTEL


DRUGS

History

The history of the Golden Gate neighborhood is similar to many of Oakland's early suburbs. The settlement developed due to its proximity to San Francisco and downtown Oakland, only three miles away.

Before the 1850's, San Pablo Avenue was established as a route connecting the Peralta rancho and Castro ranchos in El Cerrito. The Spanish came to the area in the 1770's, with a large expedition led by Lieutenant Pedro Fages camped along Lake Merritt. In 1820, Don Luis Maria Peralta received a huge land grant from the Spanish crown, which included all the land now occupied by the cities of San Leandro, Alameda, Oakland, Piedmont, Emeryville, Berkeley and Albany. In 1852, the County of Alameda declared San Pablo a public highway.

At this time, the Golden Gate area was prairie-like and was a community of country villas and cottages and ranches. In 1885, Charles Klinkner, an eccentric entrepreneur, who had previously created a prosperous rubber-stamp business in San Francisco, purchased a 14-acre dairy farm north of Temescal Creek. He then converted the ranch to a settlement known as Klinknerville. Klinkner himself built more than 50 houses in the area and the town included such establishments as the Klinknerville Post Office, Klinkner Hall and the Klinkner Drug Store Building. In 1893 Klinkner passed away, and in 1897 the Golden Gate and adjacent areas were annexed to the City of Oakland.

In the 1870's, the Central Pacific Railroad (later renamed the Southern Pacific) chose Oakland as the terminus of the new transcontinental railroad. The completion of the line in 1869 transformed Oakland into an important part of the Bay Area, second only to San Francisco. The railroad's presence stimulated extensive economic development. The creation of the electric street car system in the 1900's produced rapid population and territorial growth as well. In 1878, Southern Pacific opened the Berkeley branch line - the San Pablo Station was located at Stanford Avenue.

The location of transit lines and stations stimulated the grown of a local business district in the Golden Gate area. In the 1880's, Lowell Street, a 12-block long street running parallel to San Pablo (the eastern boundary of the Golden Gate neighborhood), was the railroad thoroughfare for the California and Nevada Railroad, which ran from Park Avenue in Oakland to Orinda. This steam railroad was later taken over by the Sante Fe and the thoroughfare became the heavily travelled right-of-way for transcontinental railroad for many years. In 1911, the Key route built an electrical line on Lowell Street, with double tracks and overhead trolley wires. They share the

private right of way with the Sante Fe Railroad. At this time, Stanford Avenue provided the right of way for the red trains and the Lowell/Stanford Ave. intersection was a major crossover point, marked by the Golden Gate train tower. It is also important to note the further south, at the intersection of Yerba Buena and San Pablo (site of the proposed Catellus Project), was the transformation hub of the East Bay. Three lines converged at this point and the electric trains carried passengers to San Francisco on the lower deck of the Bay Bridge. Thousands of commuters arrived and departed from this intersection everyday. Furthermore, this intersection was the terminus for the Sante Fe transcontinental railroad; this railroad line remained in operation until the 1960's.

The Golden Gate neighborhood underwent rapid urbanization immediately after the 1906 San Francisco earthquake and fire. In general, an East Bay building boom occurred. Rail transportation flourished between 1911 and 1931; consequently, new businesses sprang up in the area (fruit drying, ironing, refrigerator, ice, lumber companies). Changing travel and shopping patterns led to a post-World War II decline. The Key Route tracks were torn out in 1942 and used for the construction of the Richmond shipyard railway. By 1951, after the removal of the tracks, almost all of the available land on Lowell Street was developed. Today, Lowell Street is an eclectic mix of houses, small businesses, junk yards and warehouses. There has been a transition from warehouses to live-work spaces, due to escalating rents in Berkeley and Emeryville and artists' needs for large, open, affordable spaces.

In the early 1900's, the Golden Gate was inhabited by a large Italian and Portuguese population. Over the past thirty years, West Oakland residents, displaced by freeway construction and redevelopment projects have resettled in the Golden Gate neighborhood.

COMMERCIAL HISTORY:

The Golden Gate neighborhood (Stanford intersection) was the site of a flourishing hotel district, comprised of the Stanford Hotel, the Hansen Hotel, and the Golden Gate Hotel. For several decades, this intersection functioned as a major transportation hub, which streetcars operating on San Pablo until 1948. Red Trains carried commuters down Stanford until the 1950's. The Gateway Bakery is no the Muslim Baker; at the corner of Stanford and San Pablo, the Bank of America closed many years ago and the building is now the Star Bethel Missionary Baptist Church. Across the street, the Stanford Hotel, once a meeting place for the Black Panther Party, is now the Siddha Meditation Ashram. The old Gateway Theater has been razed to make room for a

parking lot. Founded in 1900, Klinkner's Drugs (59th and San Pablo) is now the Black Muslim's day care center.

Over the past 30 years, the numerous bars that once lined San Pablo have disappeared. To give one an idea of the area's checkered and interesting history: what is now the Triumph Church and Kingdom of God (5515 San Pablo) was once the Adam and Eve Tavern, operated by a female bartender named Big Edna who reportedly could "fight like a man". The Adam and Eve closed in 1978 and reopened as the Vagabond Club, which became one of the rowdiest bars in the neighborhood, with a clientele of black motorcycle gangs. The House of Joy No. 2 at 1145 55th street in the basement of a home, featured blues singers and gambling before it closed over ten years ago. At 6500 San Pablo, the original Trader Vic's, a first class restaurant with a worldwide reputation, shut down in 1972 and moved to Emeryville. The site is now a vacant lot. A few old Golden Gate businesses and bars still survive: Gateway Liquors, San Pablo Cleaners, Strom's Clothing (1919), Old Key Route Laundry, Sue and Gene's Cafe (which has been open for over 20 years and breakfast still costs only a dollar). In addition, the Golden Gate Branch Library, has been serving the community since 1918; the library is also home to the Northern California Center for Afro-American History and Life.

COMMUNITY DESCRIPTION

Community Boundaries

The site which this document describes - the Golden Gate Neighborhood and San Pablo Avenue Commercial Corridor - is located in North Oakland. It extends from south on 53rd Street to north at 67th Street, and from the Emeryville border to the west to Market Street to the east. It is located approximately two and one-half miles to the north of the central business district of Oakland and approximately two and one-half miles to the southwest of the central business district of Berkeley.

San Pablo Avenue is part of the state highway system and extends from downtown Oakland on the south, through Emeryville, Berkeley, Albany, El Cerrito and other cities to the north. Freeway access from the area is off of Stanford Avenue to the Eastshore Freeway, on the west, and via San Pablo Avenue to Interstate 580, on the south. The City of Oakland Planning department describes this entire section - San Pablo Avenue and surrounding residential as the "Golden Gate" neighborhood. It takes its name from the Golden Gate School, Park and Library. It is also said that before the Watergate Towers were built, Golden Gate residents had a near perfect view of the Golden Gate Bridge.

City, County, District and Neighborhood Boundaries

The Golden Gate Neighborhood and San Pablo Avenue Corridor are in Oakland City Council district # 1 which is currently represented by newly elected councilperson Sheila Jordan. Oakland Unified School District has dominion over Golden Gate School. Carol Lee Tolbert represents Golden Gate on the OUSD school board. The county district representative for the area is Keith Carson. The East Bay Municipal Utility District Board representative is Stuart Flashman. The B.A.R.T. board representative is Willford Ussery.



COMMUNITY ISSUES & ANALYSIS

There is a diverse and interrelated group of concerns facing the residents of the Golden Gate neighborhood. By focusing on a more discrete group of key issues, community members can work together to common goals. Our group aided the residents in prioritizing their concerns in two community meetings. In the first meeting, residents identified immediate concerns and long-term visions they had for their neighborhood (See Appendix B). Based on these items and interviews with residents, our group created several preliminary lists of key issues. During the second meeting, residents discussed and identified what they felt were the four most pressing issues in the Golden Gate area. Some felt that it was difficult to separate the issues - that they all were interconnected. It is true that many issues affect one another. For instance, crime occurring in the area may affect the number of families with small children that wish to move in. The housing and resident base of the area define the market for local commercial development. Employment opportunities available to residents in the area can influence the affordability of housing. Each of these areas is related to the others, but it is necessary to focus on specific concerns in order to work towards positive change.

The four leading issues facing the Golden Gate area that were identified at the community meeting on May 5, 1992 are:

- *Neighborhood Diversity and Housing*
- *Economic Development and Employment*
- *Crime and Safety*
- *Transportation and Physical Appearance*

Four working groups addressing each of these issues are now meeting regularly. Regular SPAGGIA meetings will serve as a forum for overall concerns concerning the Golden Gate area, where the individual groups will convene, report on their current activity, and work together.

In developing this profile of the Golden Gate neighborhood as a report that could be used by community members, we organized our information, analysis, and recommendations into sections based on the issues identified above. It is our hope that this report will be helpful to the working groups and to SPAGGIA in their attempts to increase the quality of life in the Golden Gate neighborhood.

NEIGHBORHOOD DIVERSITY & HOUSING

Introduction

Issues regarding the change in the profile of residents, homeownership patterns, and housing cost greatly influence the future of the Golden Gate area. Although the residential group living in the area has only gradually changed in the last twenty years, the present makeup of householders and the escalating cost of homes in the neighborhood could mean a more abrupt change in the residential makeup of the area in the near future. At present the Golden Gate is primarily an African-American community, with a growing white and Asian population (Chinese, Filipino, Vietnamese). The two largest populations in the neighborhood in terms of age are those over 65 and those between 25 and 44. Residents 65 years old and older make up nearly half of the present homeowners and provide a positive and stabilizing force in the neighborhood. In addition, fewer younger families are moving to the area. In the past ten years, the cost of housing in the area has increased more quickly than city-wide levels. Furthermore, a majority of the tenants in the area are paying nearly one-third of their income towards rent.

The Golden Gate's overall unemployment and poverty rate is higher than that of Oakland. The number of female-headed households living below the poverty level has more than doubled in the last 10 years. Although North Oakland is often perceived as part of the city that is uniformly prosperous and made up of affluent homeowners, this report has documented evidence to the contrary.

Clearly the Golden Gate neighborhood is poised for transition. Although it is difficult to predict the outcome of the trends described here, we feel it is imperative to directly address these changes in future community and city planning efforts in the area.

Issues and concerns

Based on interviews with residents and community meetings, we have identified the following concerns:

- Need to maintain ethnic diversity of the neighborhood
- Need to maintain working-class neighborhood
- Need to attract younger homeowners, especially African-American families
- Need to keep housing affordable in the area

NEIGHBORHOOD DIVERSITY & HOUSING

- Need to provide employment opportunities for residents

While many residents feel newcomers are a positive influence in the community, there are some that feel threatened and upset by the changes that are happening in the neighborhood. Overall there is a feeling that the diversity of the area needs to be maintained. Moreover, lower income residents are increasingly unable to afford housing in the area. The rising cost of housing is of concern as fewer younger families are moving in the area. Lastly, the relatively high unemployment rate in the area needs to be addressed.

Analysis

The information and graphs included in this section, provide an in-depth analysis of the community in regards to neighborhood characteristics (ethnicity, age, education, income) and housing. Graphs are included in the text; for raw data and statistics, please see Appendix B. The majority of the statistics were gathered from the 1990 U.S. Census.

NEIGHBORHOOD DIVERSITY & HOUSING

As described above, the residents of the neighborhood are predominantly African American. In 1990, they represent 81% of owner occupied unit householders, and 74% of rental unit householders. The number of White and Asian householders is increasing. From 1980 to 1990, the number of White renters in the area rose 74%. Although it is still a small percentage, the increase shows the potential for upcoming changes.

Homeownership

As stated above, the number of homeowners, or owner-occupied housing units, in the area has remained fairly steady. The number of white homeowners has grown, as the number of African American homeowners has decreased. As the cost (reflected in value) of the homes increases, the opportunity for working class people to afford or buy these homes is greatly reduced. As stated above, many of new homeowners in the area are paying well over 1/4 of their income on housing costs. The ability for current neighborhood residents to remain in the area is also in question, as the cost of housing increases.

Recommendations

In the Golden Gate area, there is a demonstrated need for affordable housing. Many current residents are paying well over the recommended levels in rent and monthly costs. In order to maintain the current diversity of residents, options for providing affordable housing to residents should be explored. There has been an identified need for some type of assistance for residents and potential residents of the Golden Gate area in order to purchase homes and to do renovation and maintenance work. There is a need for repairs, both for owner occupied and rental housing units of this area, in order to improve older sub-standard units. In particular, the number of elderly homeowners (as described above), many of them living alone and unable to make repairs themselves, or pay for such, are in need of some type of technical or financial aid. A technical assistance program, such as that currently in operation in Berkeley/Albany (see Appendix A) would be one opportunity to provide for elderly homeowners, allowing them to stay in their homes.

At a recent community meeting, suggestions were made regarding maintaining the affordability and diversity of the area. They included some form of community standard affordable/low-income housing (for ownership), a program focusing on the attainment of useful skills (building trades), a land trust to develop permanent affordable housing, and programs to maintain/upgrade existing housing stock. Many of these suggestions are compatible with housing plans and programs that are currently being addressed by the City of Oakland and other organizations. The community work group focusing on Neighborhood Diversity and Housing can work together with the City of Oakland in the development and maintenance of affordable housing available to a diverse residential group in the Golden Gate area.

ECONOMIC DEVELOPMENT AND EMPLOYMEI

Introduction

The San Pablo Avenue Commercial Strip is described as a blighted corridor in need of commercial revitalization. The area offers both opportunities and challenges.
The primary strengths of the area are its positive geographic location- near major transportation routes, near mass transit, (B.A.R.T.) and bus lines. Local businesses run by long-standing residents provide community strength and economic stability as a foundation for revitalization.
The Catellus development project will provide services, goods and employment and will act as a comercial catalyst for the general area. The economic vitality of Emeryville is an opportunity for San Pablo Avenue merchants to connect to regional commercial activity, to compliment existing or new services in Emeryville, and to work with Emeryville merchants on approaches to joint commercial ventures.

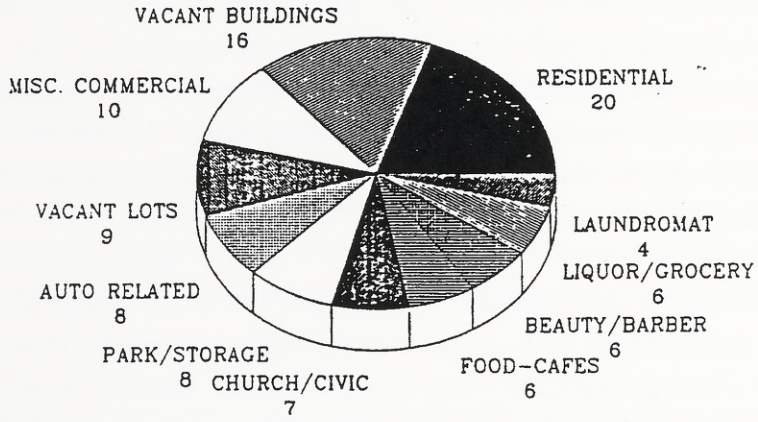
Haphazard zoning and few design guidelines produce a discontinous commercial frontage on San Pablo avenue. Economic viability of San Pablo Avenue is restricted by a high number of auto related service centers and a large percentage of vacant lots and buildings. Vital local services are missing. Employment opportunities for residents are few. The area is visually indistinct with few architectural landmarks. Street life is strongly auto-oriented with no pedestrian amenities.
The revitalization effort will be contingent upon and related to the fast paced economic developmnet of nearby Emeryville.

Study Guide Summary

The study area offers a diversity of commercial businesses, however the activity is dominated by automobile service and parts centers, barber shops and dry cleaners. The "business by category" chart further shows a disproportionate number of residences on this strip (20%) and an alarming percentage of vacant buildings and boarded up storefronts (16%) . Also, the commercial mix contains a low number of food services - (cafes and restaurants - 5%), a low number of civic structures (3%) and a large percentage of unknown businesses (6%).

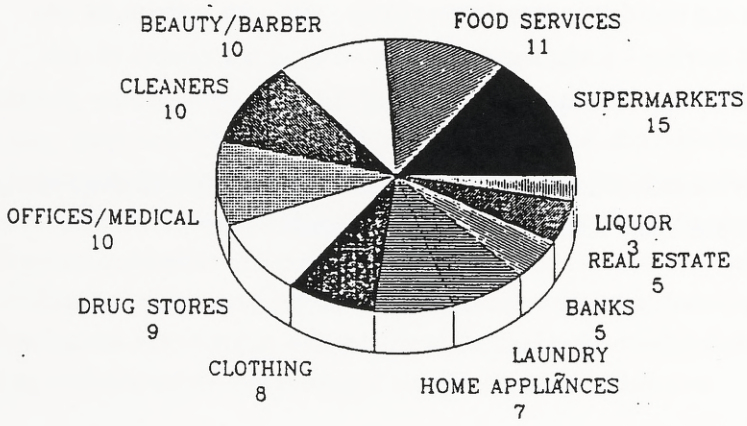
The structures that house these businesses are in fair to poor condition. Some physical upgrading is in evidence on the west side of San Pablo Avenue at Stanford Avenue.

San Pablo Avenue Commercial Mix



PERCENTAGES

A Balanced Commercial Mix



ECONOMIC DEVELOPMENT AND EMPLOYMENT

Issues and Concerns

San Pablo Avenue revitalization plans pose several important issues. These reflect the expressed concerns of the residents and were recorded at community meetings.

- crime and safety on the corridor
- lack of local services for Golden Gate neighborhood residents
- lack of local employment from commercial area
- no continuous commercial frontage
- corridor not pedestrian oriented
- no merchants' association
- needs for business loans
- large number of vacant lots and buildings

The section will offer an analysis of the commercial mix and a first step towards implementing an improved commercial character.

Analysis

An analysis of the commercial activity on San Pablo Avenue will include the following elements:

- A map of the corridor with numbered parcel keys and corresponding list of addresses, businesses and property owners (see Appendix) to determine current commercial capacity and future needs.

- A list of business types by percentage; a comparison list of business types from commercial areas that are economically viable that show a successful commercial mix. Graphs are included.

- Categorization of businesses by common types.

- Executive summary of a Preliminary Market Analysis - a tool designed for residents to use as "hands on" approach to commercial revitalization.

San Pablo Avenue Business By Percentage

This is an attempt to categorize businesses on San Pablo Avenue by *type* of enterprise. It includes businesses and residences from 53rd Street (Emeryville border) to 67th Street (Berkeley border).

Listed next to these categories is an example of kinds of business that might be found in a commercial area that is economically viable. This comparison suggests that the San Pablo Avenue pattern of commercial enterprises is in imbalance and does not serve the needs of the immediate area.

Type	San Pablo Avenue	Suggested Mix
Residential	20	0
Vacant Building	16	0
Misc. Commercial	10	4
Auto Related	12	0
Food Service	6	11
Beauty/Barber	8	10
Church/Civic	8	0
Laundromat/Cleaners	6	12
Liquor/Grocery	6	13
Park/Storage	8	0
Supermarkets	0	12
Offices	0	6
Drug Stores	0	9
Clothing	0	6
Home Appliances	0	7
Banks	0	5
Real Estate	0	5

San Pablo Avenue Commercial Corridor Groups

Restaurants

McDonald's
Mr. Eggroll
Cookin Country
Elve's Bar-B-Que
Lue's Bar-B-Que
Subway
Ay Chihuahua
Berkeley Donuts
Ice Cream
Deli
Black Muslim Bakery
Eastern City Cafe
Quarter Pounder

Churches

St. Columba
Greater Gospel
All Nation's Pentecostal
Siddha Ashram
First Evangelical Church
Triumph Church
Star Bethel Baptist Church
Tree of Life Baptist Church

Auto

Breckenridge Auto
Courtesy Auto
California Cycles
M/J Autos
Grand Auto Supply
Foreign Car Service
Domestic Auto Parts
Quality Tire
Dan's Auto Supply
Nick's Auto Supply

Bars/Liquor

L.A.'s Place
Diamond Ken's Place
Johnny's 77 Lounge
3131 Club
Curtins Bar
Bottom's Up Liquor
Gateway Liquors

Beauty/Barber

Sunshine Nails
Salon De Von
Tips to Toes
Madrona Hair Salon
Willaims Barber Shop
Barber Shop

Markets

Ez Market
Meat Market
Gateway Market
Walton Grocery
65th Street Market

Cleaners/Repairs

Wing Lee Cleaners
General Dry Cleaning
French Laundry
Launderette
Taylor-1
Shoe Repair-2

Retail/Clothing

Goodwill
Stroms

Services

North Oakland Medical Center
Bay Shore Secretarial Services
Universal Life Insurance

Miscellaneous

Sutter Party Supplies
Bait and Tackle
Sonic Stereo
Bowling Billiards
Low Cost Appliance
Artline Printing
Bayside Marble and Granite
United Roofing
Fire Extinguishers

Community Resources

Golden Gate Library
Hand to Hand Martial Arts
Wind Sculptures
Golden Gate School and Playground
St. Columba's Sr. Center

Property Summary:

Residential - 21
Empty Lots - 19
Boarded Up Buildings - 18

The parcel key and corresponding business types, the types of enterprise that make up San Pablo Avenue and the obvious lack of local retail services demand a market evaluation of the area - a first step towards revitalization must be a summary of current conditions and future opportunities.

CRIME AND SAFETY

Introduction

When discussing neighborhood crime it is important to emphasize that what we experience and have come to fear as violent criminal activity has many root causes. Crime springs from sustained high rates of unemployment (especially among youth), poor educational or recreational opportunities, general economic decline, lack of available capital for local business formation, and ultimately a lack of hope for the future. The Golden Gate community bears many similarities to other inner city neighborhoods that have suffered economic and social decline in past few decades. This is the environment where crime flourishes, and is where the answers for lasting solutions lie.

Issues and Concerns

While there is a need to address the underlying conditions that breed crime, drug abuse and hopelessness, there is also an immediate need to create neighborhood environments where citizens may engage in activities of daily living, raise families, and feel safe inside and outside of their homes. The community has expressed its concerns regarding these issues in interviews, community meeting and in other forums. A newly formed working group of SPAGGIA has taken on this issue, while other working groups tackle other areas of community concern.

Analysis

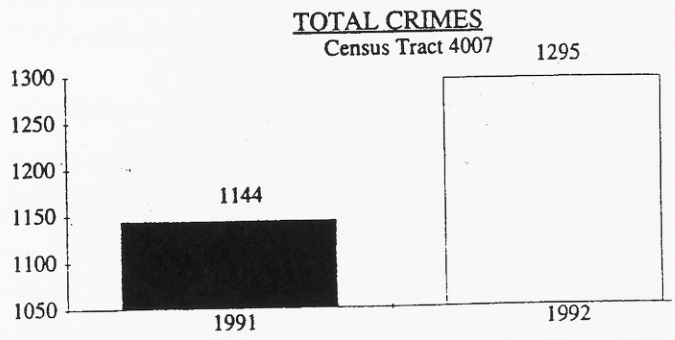
The crime statistics for census tracts comprising the Golden Gate neighborhood (4007,4008 an 4009) show a very slight over-all increase from 1991 to 1992 (1.2%). The community has identified several "hot spots" where there is an inordinate level of criminal activity, including: drug dealing, robberies, car break-ins, prostitution and assaults. These crime "hot spots" accounted for a disproportionate share of the total crime, and a disproportionate share of the increases in 1992 over 1991. All of the "hot spots" are found along south San Pablo Avenue. The existence of this concentration of criminal activity discourages neighborhood residents from engaging in pedestrian activity along this busy street. This fact in turn further discourages new businesses from locating along the corridor and reduces the economic viability of the remaining businesses.

4

CRIMES COMMITTED

acts 07, 08, and 09

ract	Population	1991	1992
4007	4,212	1,144	1,295
4008	3,157	1,223	1,162
4009	2,426	940	893
	9,795	3,307	3,350



TRANSPORTATION & PHYSICAL APPEA

Introduction

The issue of transportation is important to the residents of the Golden Gate in many ways. It affects the way people move through, to and from the community, by car, by foot and by public transportation. Clearly, the role of public transportation played an important part in the commercial development of San Pablo, and of the Golden Gate neighborhood as a whole. And just as clearly, the ascendency of the car precipitated the decline of San Pablo as a vital, vibrant commercial area. Transportation issues, especially on San Pablo Avenue, are still key to making the Golden Gate neighborhood a safe and vital place to live, to work, and to do business.

Issues and Concerns

In community meetings and informal interviews, the neighborhood has consistently identified transportation and pedestrian safety as priority issues. Concerns have been raised about speeding on residential streets, congestion on San Pablo Avenue, and safety for children and seniors in the neighborhood. Speed bumps and traffic barriers on residential streets, bike paths, a green strip on San Pablo Avenue, and a comprehensive traffic plan have been identified as potential strategies to make the Golden Gate neighborhood more pedestrian-oriented. AC Transit is currently studying the possibility of Light Rail Transit (LRT) on San Pablo Avenue from Jack London Square to Hilltop Mall; this project could potentially increase pedestrian presence and contribute to the economic development of San Pablo Avenue.

Congestion

San Pablo, a legally designated state highway, absorbs much of the overflow from rush-hour traffic on I-80 and 580 during the morning and evening hours. Additional pressure on San Pablo currently and in the future will stem from the expansion of I-80, the replacement of the Cypress Structure, and the construction and operation of the Catellus project at San Pablo and Yerba Buena. The proposed ending date for each of these projects is 1995. Current and 1995 peak hour intersection conditions are discussed below. On a scale from A to F, with F being the lowest:*

- Current intersection conditions at San Pablo and Stanford are **D during the A.M. peak hours** and **F during the P.M. peak hours.**
- The Environmental Impact Report for the Catellus project at suggests that the completion of the project will result in "significant traffic increase" at San Pablo and Stanford.

*Scale taken from the Environmental Impact Report for the East Baybridge (Catellus) project

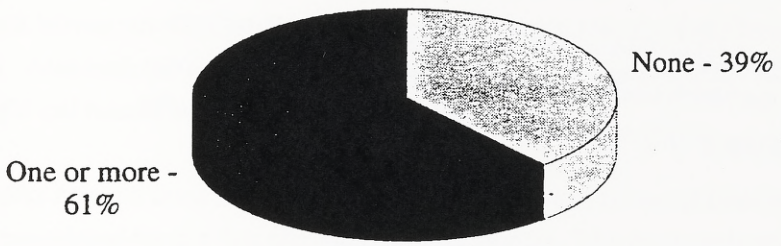
TRANSPORTATION & PHYSICAL APPEARANCE

Public Transportation

30% of the households living in the Golden Gate neighborhood do not have an automobile (see Appendix D). Presumably these households rely on public transportation, and perhaps occasionally on taxi service. A large number of these households are headed by residents over the age of 65. Physical access to bus-stops is therefore significant; however, there is a ten-block area south of 56th without any posted stops.

HOUSEHOLDERS WITH CARS

AGE 65 AND OLDER



The Golden Gate neighborhood is serviced by five bus lines. **The 72 and 72L** traverse San Pablo from downtown Oakland/12th Street Bart in the south to the Hilltop Shopping Center and Contra Costa College in the north. The bus stops at 56th, Stanford, 62nd, 64th, Alcatraz and 65th St., with an average of 3 blocks in between stops. The 72 connects the neighborhood with the 12th and 19th Street BART stations, and runs from 14th and Broadway until 1:00 a.m. Transfers into the heart of the Golden Gate are also possible from the 6, the 57, and the 14 lines to the 72 or 72L at San Pablo and Yerba Buena .

The 6 line connects the Golden Gate to Emeryville, entering the neighborhood from the south at Yerba Buena, crossing San Pablo and continuing south on Horton, west on Powell, south on Christie to Hollis and finally heads east on Ashby. If picked up at Yerba Buena or Ashby , this route links residents to Piedmont Ave., Kaiser Oakland, MacArthur and Ashby Bart, the Emery Bay complex, downtown Berkeley, and the Elmwood area of College Ave. As the bus crosses

San Pablo only at Yerba Buena and Ashby, access may be limited for the large number of elderly residents of the Golden Gate.

The 57 line also enters the neighborhood at Yerba Buena and San Pablo from the south. The bus then continues down San Pablo to Stanford, where it heads west and stops at the Emeryville Marina; The 57 penetrates the neighborhood further than the 6. The bus links the neighborhood with the Emery Bay complex, Piedmont Ave., and MacArthur BART. The 57 runs from MacArthur BART to Stanford and San Pablo until 1:19 am.

The 17 line enters the neighborhood from the east at Alcatraz and San Pablo, and continues west on 65th, and south on Christie with a turn-around at the Powell Street Plaza. The 17 line links the neighborhood with the Rockridge BART and shopping area to the east, and with Emeryville to the west; unfortunately, the line only runs until 6:09 p.m. from Rockridge, and 6:17 p.m. from San Pablo and Alcatraz.

The 88 line runs outside the eastern border of the Golden Gate, running north from downtown Oakland along Market to Sacramento to the North Berkeley BART. Residents who live in the eastern portion of the neighborhood (and can walk!) can use this line as an alternative link to the downtown Oakland BART stations.

The major issues for the Golden Gate community in terms of bus transit include:

- Linkage with MacArthur and Downtown BART stations.
- Length of service (a.m./p.m.)
- Frequency of stops for the elderly

Current Projects

AC Transit is currently considering two projects to increase the efficiency of public transportation in the San Pablo corridor. The first accepts the bus as the preferred mode of transport, and attempts to increase the efficiency of existing service, while the second involves a rethinking of current mass transit prioritizes, and argues for the introduction of alternative modes of public transportation. The second option could have significant implications for the economic revitalization of the San Pablo corridor.

Bus Only Lanes

AC Transit is considering the introduction of bus only lanes during high-traffic periods on San Pablo. Under this scenario, parking on San Pablo during "traffic-choke points" would be illegal/

so that the curb lane could be used for buses only. Planners at AC Transit believe that this would significantly increase the efficiency of buses in the corridor during the rush-hour traffic, thus providing more reliable service both to commuters and the Golden Gate neighborhood. This project is likely, however, to trigger significant merchant opposition, as San Pablo is highly auto-oriented and merchants depend primarily on drive-through traffic and thus on parking. The agency has no *current* plans for either the study or implementation of this project; rather they consider it a longer-term possibility.

Light Rail

Early incentive for exploring alternative modes of public transit came from the Clean Air Act of 1990. In light of these new, more stringent regulations, AC Transit hired a consulting firm to look at the feasibility of using alternative methods of transportation to increase efficiency in their highest volume corridors. They are currently completing a study which analyzes Transportation Demand Management, clean fuel buses, bus-only ways, electric trolly buses, and light rail transit (LRT). Although the report has not yet been released, planners at AC Transit are fairly certain that light rail transit will be the method of choice.

San Pablo Avenue from downtown Oakland to Richmond is one of five high-use corridors that is being considered for the first alternative transit project. The final study will contain criteria that AC Transit will use to rank the corridors. After the corridor is chosen, AC Transit must submit a proposal to the Metropolitan Transportation Commission (MTC). The MTC will be considering multiple competing projects from around the Bay Area; the project that is picked at this regional level then goes on to compete for Intermodal Surface Transportation Efficiency Act (ISTEA) funds at the federal level. If the San Pablo Avenue corridor is chosen as the first LRT project, and if the project wins at the regional level, and if it is chosen for ISTEA funds at the federal level, the Golden Gate neighborhood could be the recipient of LRT in approximately 7-10 years.

Although the process is a long and uncertain one, the project could be highly beneficial for the neighborhood. LRT is traditionally associated with economic development. AC Transit estimates that LRT could double daily ridership from 12,800 today to 24,800 in 2010. For businesses as well as cities along each corridor, greater public access can translate directly into increased economic activity, not just in a "downtown" or at established shopping centers, but in public places all along the transit route. There will be many opportunities for public participation and input throughout the process. AC Transit's public information brochure on the Alternative Modes Analysis states explicitly that "in order to enhance the East Bay's position in this competition, (we are) working to establish that there is local support for specific projects." (The East Bay Transit Plan, p. 4) The initial report assessing the possibility of light rail should

be available by the end of June, and AC Transit will have copies for public view. Contacts at AC Transit are included in Appendix A..

The neighborhood needs to assess the costs and benefits associated with pursuing a long-term, potentially uncertain strategy at the expense of shorter-term, more certain ones. Urban design efforts on San Pablo Avenue targeted at increasing pedestrian orientation such as introducing a green strip might need to be sacrificed in order to pursue LRT. Further study is needed to determine the implications of such a trade-off.

corporate citizen. On the down side, hospital waste will be an issue, as will increased congestion and emergency vehicles on San Pablo Avenue. Community members working on the issue of economic development need to stay aware of the possiblity of Kaiser as a new corporate neighbor. These two projects are significant factors in the neighborhood's environment, and community organizations need to develop some response in order to have a voice in the further development of the Golden Gate.

Organizational and Leadership Issues

The Golden Gate neighborhood has a rich organizational life. There is one umbrella organization that works to represent the needs and views of the entire neighborhood: the San Pablo Avenue/Golden Gate Improvement Association (SPAGGIA). SPAGGIA has been functioning continuously with varying degrees of intensity since the mid-1970's. When we began to work with the neighborhood in September, the group was meeting on an as-needed basis. Currently, however, they are meeting monthly.

The organization seems to have a loose but effective network with local residential activists in the form of ties to the many Block Clubs that are operating in the neighborhood. There are currently several functioning Block Clubs in the neighborhood. In addition, there are several Crime Watch groups and Property Owners Associations. (See Appendix F). Many of the early Block Clubs arose from local churches and residents' concerns about neighborhood issues, particularly regarding children and safety. Currently the Block Clubs are focused primarily on residential issues on their street such as crime and traffic, and take less of an interest in larger neighborhood concerns such as the Catellus project. Hopefully the Block Clubs will be able to increase their pooling of resources and information within the framework of SPAGGIA. Finally, the Clubs serve crucial social functions by providing strong informal information networks, funds for sick neighbors, and a formal process for welcoming new residents onto the block.

The neighborhood is also home to various flourishing church and spiritual groups. Downs Methodist Church is associated with the Oakland Community Organization, an Alinsky-inspired group that works on local issues. St. Columba, a Catholic church with strong African-American membership that has been functioning since 1898, runs a senior housing facility and a private school in the neighborhood, as well as sponsoring a monthly free food bank. The Black Muslim community runs a bakery and a dry-cleaning enterprise as well as a day-care center in the neighborhood. The Siddha Meditation Ashram and Star Bethel Baptist Church, however, draw

their membership from a more regional base, and seem currently to be less involved in community issues.

The Friends of the Golden Gate Library is an organization dedicated to saving, promoting and expanding the Golden Gate Library. The group, which has recently secured non-profit status, seeks to raise both money and community awareness about the potential for the library to function as a community center. The library, home to the Northern California Center for Afro-American History and Life, has recently lost operating hours and has been under consideration for closure. Members of the Friends are also extremely active in Block Clubs and SPAGGIA.
The Merchant's Association in the neighborhood does not currently meet on a regular basis. Although they have functioned with varying degrees of consistency in the past, they are now in a dormant period. SPAGGIA wants to revive the group, and get more merchant representation in larger neighborhood efforts. Clearly, a strong merchant voice is crucial to the economic revitalization of San Pablo Avenue.

Leadership in both Block Clubs and SPAGGIA seems to be in transition. The older, primarily African-American residents that have been the activists in the community for the past 20-30 years are aging and therefore reducing their level of involve, leaving a leadership vacuum. These residents, however, continue to be concerned and vocal about certain issues, primarily the safety and livability of their neighborhood. As the demographics in the neighborhood change there is potential for representatives of other neighborhood populations to become community leaders, including younger black families, white middle-class Ashram members, or members of the slowly growing Southeast Asian immigrant community. Both SPAGGIA and the Block Clubs have identified this need for new, younger leadership as an issue. Some strategies for addressing this issue are included below.

Recommendations

- Ask currently active residents to bring 1-2 new members to up-coming meetings. This strategy can be focused on communities that both SPAGGIA and Block Clubs have identified as priorities: youth, young African-American families, the Muslims, Ashram leadership, merchants.

- Revive the community newsletter, "Golden Gate News," and secure the people and funding necessary to produce it on a monthly basis. The newsletter can be distributed at local stores, churches, neighborhood meetings and the Golden Gate Library, and will

increase community awareness of issues and upcoming meetings and events. Contact Sheila Jordan for information on the Oakland newsletter technical assistance/support group.

• Continue and expand large neighborhood activities such as block parties, Golden Gate festivals or the recent "We Mean Clean" clean-up day. These events provide opportunities for outreach to uninvolved community members, as well as to publicize upcoming meetings and events.

• Support current SPAGGIA efforts to create issue-oriented subcommittees. As residents take leadership positions in these smaller groups, they may feel empowered to take more leadership at the block and neighborhood levels.

CONCLUSION AND STRATEGIES FOR COMMUNITY DEVELOPMENT

This report has attempted to profile the Golden Gate neighborhood, a community on the verge of major transition. Some trends and major factors which we have discussed include:

- steady demographic change and the attendant potential for gentrification
- the decline of San Pablo Avenue, a once vital commercial corridor
- increasing crime
- the introduction of a regional box retail development at the community's border
- explosive economic growth in neighboring Emeryville
- the "greying" of the majority of current property owners
- rising housing costs which make the neighborhood increasingly unaffordable for a majority of its residents
- increasing congestion and lack of pedestrian safety on San Pablo Avenue
- the potential for Light Rail Transit on San Pablo Avenue

Another transition in the Golden Gate is happening at the organizational level. SPAGGIA, the one organization which attempts to represent all of the community's interests, is in the process of becoming a more consistent, proactive force. The recent emergence of issue-oriented working groups will potentially result in a more empowered and accountable membership that can legitimately speak for the community and demand attention at the district and city levels. The creation of these working groups will allow residents to focus on achievable goals and work together in attaining them.

The changes the neighborhood is going through have resulted in some tension and uncertainty among community residents. The Golden Gate will be able to navigate this uncertainty if all of the various interests in the community participate in the crafting of a vision for the neighborhood's future. As the group of residents actively involved in SPAGGIA continues to grow in size and diversity, they will be increasingly able to determine the way revitalization will occur in their community. Hopefully this document will aid community members in their initial efforts at creating a neighborhood plan.

S.P.A.G.G.I.A. MEETING

May 7, 1993

Subject: Golden Gate Neighborhood Economic Revitalization
Meeting Time: 7:00 pm - 9:00 pm
Attendance: 47

Summary of Meeting Notes

- *Ms. Ingram* opened the meeting with a welcome and reintroduced the notion of revitalization.

- *Charles Kennedy* continued by highlighting the concept of *District 1* - its boundaries, population, and level of representation.

- *Sheila Jordan - Oakland City Council* greeted audience and focused on following key points:

 - Her personal level of commitment for Golden Gate Neighborhood.
 - Possibilities for San Pablo Avenue (clean-up, funding visibility at the political level.
 - Redevelopment district possibilities.
 - We Mean Clean - a success - Thank You!
 - Taco Bell permit ousted by citizens' appeal.
 - Would like to have a better feel for neighborhood sentiments.

- *Professor Ed Blakeley* introduces concept of grass roots planning - "Neighborhoods draw up a plan" - a blueprint - a vision.

 - other communities' plans
 - FruitVale's time line (2 years)
 - importance of financing strategies

- *Kate Emanuel* introduced data on:
 Elke Davidson

 - Neighborhood Characteristics
 - Transportation
 - Crime/Safety
 - Housing
 - Commercial Revitalization

- *Audience Questions and Comments:*

 1. "Does light rail run on electricity? Is it noisy?"
 2. "This audience does not reflect the entire community. Better communication for meeting times and place is needed."
 3. Heated exchange of comments regarding the necessity of participation with every neighborhood sector.

- *Jim Rhinehart - Director of O.E.D.E.* (Office of Economic Development Employment).

 - Private sector can train residents for excellent jobs
 - "Enterprise zone" in Oakland - commercial business tax credits

- *Students of U.C.* Students introduced.

- *Jeff Chew - Instructor in U.C. Architecture and Planning.* Gave audience examples of previous revitalization studies done by U.C. students that are of great assistance to the city in providing data and input from residents.

- *Recording of Audience "Wish List" on Revitalization*

Immediate Concerns

53rd/SP - car lot closed
Traffic Plan
Graffiti gone
More lighting
Resource guide
Speed bumps
Chaparral Hotel
Bike paths
Boarded up buildings
Block Clubs-know neighbors
Bottoms Up Liquor
60th Street loitering
Pedestrian-oriented streets
Police presence
Merchant meeting
Taco Bell approval
Redevelopment Area
Who owns vacant prop.
Keep G.G. Library open
Burger Place parking lot

Visions for the Future

Comprehensive traffic plan
Pedestrian-oriented neighborhood
More shops
More jobs
Trouble Spots
Remove junk yards/New development
Bring new business
Keep this a working class neighborhood
Avoid gentrification
Commercial Revitalization
Open space planning
Assistance programs
Co-ops
Neighborhood newspaper
Needs a vital center
Needs an entrance-monuments
Fast food restaurants-trash
Attract small businesses
Recreational opportunities
Senior facilities
Green strip on San Pablo
Schools/Gardens
Places without cars
Walkable neighborhoods
Bike Paths
Wires underground
Pharmacy

Synopsis

These elements of the brainstorming session were categorized under the following headings for convenience. They may be re-categorized at any time.

A. Mission Statements

- Policy Making
- Housing
- Gentrification
- Economy

B. New Businesses, Economic Vitality on San Pablo Avenue

- Commercial revitalization

C. Crime, Safety, Traffic

- Police
- Lighting
- Ordinances

D. Access and Design

- Trees
- Pedestrian access
- Green strips
- Light rail
- Gardens
- Bike paths
- Resting places

S.P.A.G.G.I.A. MEETING

March 17, 1993

Subject: San Pablo Revitalization
Meeting Time: 7:30 pm - 9:30 pm
Attendance: 45

Summary of Meeting Notes

° *Ms. Ingram* opened the meeting by explaining the purpose of SPAGGIA. History includes the neighborhoods of Golden Gate and the San Pablo Corridor and how these residents rallied around former issues.

- Prohibiting number of auto-related businesses
- Traffic mitigations
- Traffic signals
- Producing a newsletter - The Golden Gate News

° *Sheila Jordan - Oakland City Council.* Ms. Jordan greeted the audience and discussed the following items.

- Oakland City Council passed an ordinance that stringently reviews new liquor store permits. Harsh measure but will put pressure on those attempting to bring in too many liquor markets, etc.
- Working on traffic mitigations
- Has formed task forces on crime, parks, cultural services
- Made special note of "dark streets" issue. Relayed personal story about being held up at gun point. Jordan cited that neighborhood streets' lighting program needs much additional work.

Development:

- San Pablo residents anxious to revitalize the commercial corridor. High hopes for Catellus project. Much debate about project also. Will "big box retail" be good for this area?
- Community development money has not come to San Pablo Area because the North Oakland neighborhood has been silent or "invisible." Constituency needs to speak up.

° *Bob Savage - Mayor of Emeryville.*

- Wishes to work with Oakland to revitalize the whole San Pablo corridor.
- "We can work with one another"
- Catellus is contributing supermarket; residents are excited
- 600 jobs total from project - 300 Oakland, 300 Emeryville
- Emeryville wants Bottoms Up Liquor to move out
- Wants joint project site there with Oakland

- *Jennifer Cooper* presented key issues in Golden Gate Area that were recorded from prior S.P.A.G.G.I.A. meeting:

 - Neighborhood diversity
 - Pedestrian environment on San Pablo Avenue
 - Crime/Safety
 - Communication with seniors
 - Economic revitalization
 - Jobs/Vocational center

- *Professor Ed Blakeley* summarizes key points to direct task force.

 - Crime/Safety
 - Employment
 - Housing
 - Education/Family
 - Economic Revitalization (loans and funding)

Neighborhood Bank example: checks, loans, credit unions, eventually a bank.

Describes process for group participation.

- A key topic from residents own wish list is presented.
- Residents will form groups of 5 individuals and take 60 seconds to offer 2 to 3 suggestions on given topics.

Crime and Safety

Foot Patrol
More police power
Closing hours for Giant Burger
Crime Hot Spots
Curfew - under 14
More street lighting
Lean on Hot Spots
Nuisance Laws
A Community Crime Co-Op
Fence up the open parking lots
Arm Bands for Street Safety
Safety Patrol
Neighborhood Police

Commercial Revitalization

Vacancy Tax on empty buildings
Chamber of Commerce - keeps track of new business
Form Merchant's Association
Hot Line - Golden Gate
Small Business Loans
Vocational Training
Use vacant houses for small stores
Adult Literacy
Code Compliance Enforcement
Youth Center

Transportation - Livable Streets

Street Faire	Adopt a Tree
Tree Planning	Murals
Median Strip Improvement	Improve Transportation to
Trash Bins	Ferries and B.A.R.T.

° *Action Teams* were formed around Key Topics. Action Teams met in individual groups and created Phone Trees and agreed to meet again and review information.

Next general S.P.A.G.G.I.A. meeting date set for June 5, 1993 at 9:30 am Golden Gate Library.

Meeting adjourned at 9:30 pm.

APPENDIX C: KEY INFORMANT INTERVIEW INFORMATION

The following questions were used in our key informant interviews.

KEY INFORMANT QUESTIONS

RESIDENTS
•Where do you live?

•How long have you been in the neighborhood?

•What things do you find most attractive

•What things do you find least attractive?

•What do you find lacking? What would you like to see?

•Have you observed changes in the Golden Gate Neighborhood? What are they?

•Who are the people that live in the neighborhood?

•What are the major issues in the community?

TRANSPORTATION
•What types of traffic problems do you find in the Golden Gate area?

•Do you have a car? How often do you use it?

•How often do you use public transportation? How do you feel it meets your needs?

•Have you heard information about the possible new light rail on San Pablo? Do you have any opinions about it?

COMMERCIAL
•Do you know about the Catellus Development/development at Yerba Buena and San Pablo? Do you have an opinion about it?

•What stores do you patronize?

•What types of businesses would you like to see on San Pablo?

•How would you like to see San Pablo in the future?

HOUSING
•Have you perceived a change in who lives in the community?

•Do you think that housing is affordable for the people who live here?

•What do you think about the price of homes in the area?

APPENDIX C: KEY INFORMANT INTERVIEW INFORMATION

•Do you know of any assistance programs for homeowners?

SAFETY
•What types of crime do you feel affects you/the area the most?

•Do you feel more or less safe in the neighborhood than you did 5 years ago? What has changed?

•Are there other people you would suggest we talk with?

•What suggestions do you have for improving the safety in the neighborhood?

CONNECTEDNESS
•Do you feel the residents have an impact on the community?

•Do you feel a sense of connectedness?

•How responsive is city government to community issues?

•How are you involved in the community?

•How do you see yourself being part of this revitalization?

BUSINESSES
•Has your clientele changed?

•What obstacles do you see for new businesses along San Pablo?

•Why do you think there are so few businesses here?

•What could be done to aid the commercial revitalization of San Pablo?

APPENDIX E: COMMUNITY GROUPS

1. 54rd Street Block Club	Nona Campbell
2. 55th Street Neighbors Club	Parlee Goodspeed Annie Baines
3. 56th Street Block Club	Mary Irving Lois Griffin
4. 57th Street Block Club	John Yates Lillian and Robert Edwards
5. Aileen Street Neighbors Care	John Syphax Laverne Hayes
6. 60th Street Home Alert	Minnie Walls
7. 61st Street Home Alert	Karen Paulsell Treatha and Rollins Collins
8. Oakwood Homeowners Association	Birdie Ford
9. Friends of the Golden Gate Library	Ken Morgan Lottie Rose
10. Downs Methodist Church	Rev. Douglass Fitch
11. Downs Oakland Community Organization	Joanna Pace Minnie Walls
12. Siddha Meditation Ashram	Peter Sitkin Janet Dubrovolny
13. St. Columba's Catholic Church	Father Paul Vasser
14. Black Muslim Bakery	Brother Bey
15. San Pablo Avenue Golden Gate Neighborhood Improvement Association	Laura Ingram

APPENDIX D: Census Data - Neighborhood Characteristics

Ethnicity:	1970	1980	1990
African-American	86.0%	86.2%	77.8%
White	*	9.9%	15.5%
American Indian	14%	3.0%	2.0%
Asian/Pacific Islander		1.8%	5.2%
Other		1.7%	1.3%

* For the 1970 census, only two race categories are reported: "white" and "negro"

Age:

Age	1970	1980	1990
<5	8%	6%	7%
5-14	18%	13%	12%
15-19	10%	9%	6%
20-24	8%	9%	7%
25-34	11%	16%	17%
35-44	10%	9%	16%
45-54	14%	10%	10%
55-64	12%	13%	8%
>65	10%	16%	18%

Race by Sex by Age:

	Black Female	Black Male	White Female	White Male
<5	7.0%	9.0%	1.7%	2.8%
5-14	11.0%	15.0%	8.0%	3.5%
15-19	5.0%	6.0%	2.4%	5.5%
20-24	6.0%	6.0%	9.1%	13.0%
25-34	13.0%	16.0%	29.0%	25.0%
35-44	13.0%	16.0%	34.0%	22.0%
45-54	10.0%	9.0%	9.0%	17.0%
55-64	11.0%	7.0%	0.8%	4.0%
>65	24.0%	16.0%	6.3%	7.5%

Gender:

	Female	Male
All persons	54%	46%
African American	54%	46%
White	61%	39%

APPENDIX D: Census Data - Neighborhood Characteristics

			Income:				
Median Household income (1989):							
	1970	1980	1990	Oakland			
	N/A	$9,847	$20,409	$27,095			
Median Family income (1889):							
	1970	1980	1990	Oakland			
	$7,408	$11,799	$27,138	$31,775			
Breakdown of Household income in 1989:							
			GG	Black	White	Asian/PI	Oakland
Less than $5,000			9.7%	11%	4%	14%	6.4%
$5,000 to $9,999			20.0%	21%	18%	12%	12.8%
$10,000 to $14,999			11.7%	12%	10%	6%	9.5%
$15,000 to $24,999			19.6%	19%	22%	19%	17.5%
$25,000 to $34,999			12.8%	12%	15%	19%	15.1%
$35,000 to $49,999			14.5%	15%	12%	17%	15.0%
$50,000 to $74,999			9.2%	9%	13%	6%	13.1%
$75,000 to $99,999			1.8%	1%	3%	4%	5.6%
$100,000 to $149,000			0.3%	0.2%	2%	4%	3.3%
$150,000 or more			0.4%				1.6%
Household income by age (1990):							
		< 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years
Less than $5,000		21%	9%	5%	10%	10%	8%
$5,000 to $9,999		15%	16%	18%	6%	25%	26%
$10,000 to $14,999		20%	6%	5%	14%	9%	16%
$15,000 to $24,999		32%	24%	15%	17%	17%	22%
$25,000 to $34,999		7%	20%	21%	12%	9%	6%
$35,000 to $49,999		3%	13%	18%	18%	16%	16%
$50,000 to $74,999		3%	8%	14%	21%	9%	6%
$75,000 to $99,999		0%	4%	4%	0%	3%	0%
$100,000 or more		0%	1%	0%	0%	2%	0%

APPENDIX D: Census Data - Neighborhood Characteristics

			Poverty Status:				
Percent Below Poverty Level:							
All persons		1970	1980	1990	Oakland		
All families		21%	19%	23%	19%		
Female household families		18%	17%	20%	17%		
		14%	12%	34%	35%		
Poverty Status by Age and Race (1989):							
Income above poverty level (1989):							
	(For whom poverty status is determined)						
Age							
	General		Age	Black	White	Asian/PI	
<5	5%		<5	6%	3%	4%	
5	1%		5	1%	2%	3%	
6-11	6%		6-11	6%	2%	9%	
12-17	7%		12-17	7%	3%	12%	
18-24	8%		18-64	58%	82%	59%	
25-44	18%		65-74	13%	3%	5%	
35-44	17%		75 +	10%	5%	9%	
45-54	11%						
55-59	4%						
60-64	4%						
65-74	11%						
75 +	9%						
Income below poverty level (1989):							
	(for whom poverty status is determined)						
Age	General		Age	Black	White	Asian/PI	
<5	11%		<5	14%	0%	8%	
5	1%		5	1%	0%	6%	
6-11	8%		6-11	9%	1%	6%	
12-17	9%		12-17	11%	2%	0%	
18-24	17%		18-64	50%	94%	80%	
25-44	15%		65-74	7%	0%	0%	
35-44	14%		75 +	8%	2%	0%	
45-54	7%						
55-59	4%						
60-64	2%						
65-74	5%						
>74	6%						

APPENDIX D: Census Data - Neighborhood Characteristics

			Labor Force Status:				
Percent of persons 16 years and over in labor force:							
		1970	1980	1990	Oakland		
		57.6%	51.0%	56.2%	62.9%		
Unemployed persons (who are 16 years and over in labor force):							
		1970	1980	1990	Oakland	Emeryville	
All persons		12.8%	12.9%	10.8%	9.5%	6%	
Black male				19.7%	16.0%	14%	
Black female				7.7%			
Commuting to Work (1990):							
Percent drove alone				56.6%			
Percent in carpools				8.8%			
Percent using public transportation				19.6%			
Percent using other means				4.0%			
Percent walked or worked at home				7.5%			
Mean travel time to work (minutes)				23.2			
Class of worker (1990):							
Private wage and salary workers				68.0%			
Government workers				5.3%			
Self-employed workers				7.5%			
Unpaid family workers				0.2%			

APPENDIX D: Census Data - Neighborhood Characteristics

Labor (con't):	
Occupation (1990):	
Executive, administrative, managerial	8.3%
Professional specialty occupations	15.7%
Technicians & related support occupations	3.8%
Sales occupations	8.4%
Administrative support , including clerical	19.8%
Private household occupations	1.2%
Protective service occupations	2.8%
Service occupations, except protective & household	17.8%
Farming, forestry & fishing occupations	1.1%
Precision production, craft and repair occupations	6.4%
Machine operators, assemblers & inspectors	5.3%
Transportation & material moving occupations	5.2%
Handlers, equipment cleaners, helpers, laborers	4.3%
Industry (1990):	
Agriculture, forestry and fisheries	0.5%
Mining	3.5%
Construction	10.3%
Manufacturing	6.6%
Transportation	1.5%
Communications & other public utilities	3.0%
Wholesale trade	15.9%
Retail trade	3.7%
Finance, insurance, real estate	9.1%
Business & repair services	5.1%
Personal services	1.5%
Entertainment & recreation services	9.7%
Health services	11.2%
Educational services	10.0%
Other professional and related services	6.9%
Public administration	6.9%

APPENDIX D: Census Data - Neighborhood Characteristics

			Education:				
School Enrollment (1990):							
Persons 3 years and over enrolled in school					GG	Oakland	
Preprimary school					3.2%	5.5%	
Elementary or high school					56.6%	61%	
Percent in private school					11.8%	13%	
College					40.1%	34%	
Educational Attainment (persons 25 years and older):							
			Golden Gate		Oakland		
Less than 9th grade			15%		12%		
9th to 12th grade, no diploma			17%		14%		
High School graduate			25%		20%		
Some college, no degree			18%		20%		
Associates degree			6%		7%		
Bachelor's degree			13%		16%		
Graduate or professional degree			6%		11%		
Percent high school graduate or higher				67%	74%		
Percent bachelor's degree or higher				19%	27%		
Educational Attainment by Race for persons 25 years and older (1990):							
			Black	White	Asian/PI	Other	
< 9th grade			16.6%	7.5%	20.7%	0%	
9-12, no diploma			20.2%	5.9%	19.7%	0%	
high school graduate*			27.9%	11.5%	21.3%	32.6%	
Some college, no degree			18.4%	18.4%	14.0%	0%	
Associate degree			5.9%	4.8%	6.1%	47.8%	
Bachelor's degree			8.5%	30.2%	14.6%	0%	
Graduate or professional degree			2.5%	21.7%	3.5%	19.6%	
* includes equivalency							

APPENDIX D: Census Data - Neighborhood Characteristics

			HOUSEHOLDS:				
Persons in Household (1990):							
1 person	36%						
2 persons	27%						
3 persons	17%						
4 persons	10%						
5 persons	7%						
6 persons	2%						
7 or more	2%						
Household type & presence & age of children (1990):							
			General	Black	White	Asian/PI	Other
Married -couple family:							
With own children <18 years			9%	9%	8%	24%	23%
No own children <18 years			16%	17%	10%	19%	0%
Other family:							
Male householder, no wife present:							
With own children <18 years			2%	3%	2%	3%	0%
No own children <18 years			3%	3%	1%	0%	0%
Female householder, no husband present:							
With own children <18 years			11%	11%	7%	5%	33%
No own children <18 years			15%	19%	2%	4%	0%
Nonfamily households			45%	39%	71%	45%	45%
Household type by Age of Householder (1990):							
Family households (years):			Nonfamily households (years):				
15-24	4%		15-24	11%			
25-34	16%		25-34	13%			
35-44	21%		35-44	13%			
45-54	16%		45-54	9%			
55-64	15%		55-64	11%			
65-74	17%		65-74	21%			
75 +	12%		75 +	23%			

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
HOUSEHOLDS			
Total	3844	4007	
HOUSING UNITS			
Total	4234	4236	4308
OCCUPANCY STATUS			
Occupied	3959	4007	4031
Vacant	275	225	0
TENURE			
Owner occupied	1581	1648	1676
Percentage owner occupied	*40%*	*41%*	*42%*
Renter occupied	2378	2359	2345
Percentage renter occupied	*60%*	*59%*	*58%*
TENURE BY RACE OF HOUSEHOLDER			
Owner occupied:			
White	228	201	
Percent of overall	*14%*		
Percent change 1980 - 1990	*13%*		
Black	1275	1389	
Percent of overall	*81%*		
Percent change 1980 - 1990	*-8%*		
American Indian, Eskimo, or Aleut	0	1	
Asian or Pacific Islander	75	38	
Percent of overall	*5%*		
Percent change 1980 - 1990	*97%*		
Other race	3	0	
Renter occupied:			
White	473	272	
Percent of overall	*20%*		
Percentage change 1980 - 1990	*74%*		
Black	1771	2014	
Percent of overall	*74%*		
Percentage change 1980 - 1990	*-12%*		
American Indian, Eskimo, or Aleut	0	5	
Asian or Pacific Islander	106	27	
Percent of overall	*4%*		
Percentage change 1980 - 1990	*293%*		
Other race	28	0	

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
TENURE BY AGE OF HOUSEHOLDER			
Owner occupied:			
15 to 24 years	26		
25 to 34 years	88		
35 to 44 years	262		
45 to 54 years	172		
55 to 64 years	252		
65 years and over	781		
Renter occupied:			
15 to 24 years	256		
25 to 34 years	538		
35 to 44 years	431		
45 to 54 years	318		
55 to 64 years	297		
65 years and over	538		
UNITS IN STRUCTURE			
1, detached	1870		
1, attached	305		
2	599		
3 or 4	773		
5 to 9	286		
10 to 19	163		
20 to 49	160		
50 or more	0		
Mobile home or trailer	5		
Other	73		
YEAR STRUCTURE BUILT			
1989 to March 1990	0		
1980 to 1988	141		
1960 to 1979	626		
1940 to 1959	1414		
1939 or earlier	2053		
TENURE BY YEAR HOUSEHOLDER MOVED INTO UNIT			
Owner occupied:			
1989 to March 1990	88		
1985 to 1988	190		
1980 to 1984	160		
1970 to 1979	368		
1960 to 1969	357		
1959 or earlier	418		
Renter occupied:			
1989 to March 1990	748		
1985 to 1988	747		

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
1980 to 1984	396		
1970 to 1979	341		
1960 to 1969	107		
1959 or earlier	39		
BEDROOMS BY GROSS RENT			
No bedroom:			
With cash rent:			
Less than $200	52		
$200 to $299	51		
$300 to $499	87		
$500 to $749	48		
$750 to $999	9		
$1,000 or more	0		
No cash rent	0		
1 bedroom:			
With cash rent:			
Less than $200	55		
$200 to $299	107		
$300 to $499	441		
$500 to $749	239		
$750 to $999	17		
$1,000 or more	4		
No cash rent	0		
2 bedrooms:			
With cash rent:			
Less than $200	20		
$200 to $299	17		
$300 to $499	186		
$500 to $749	430		
$750 to $999	147		
$1,000 or more	32		
No cash rent	23		
3 or more bedrooms:			
With cash rent:			
Less than $200	0		
$200 to $299	43		
$300 to $499	89		
$500 to $749	116		
$750 to $999	100		
$1,000 or more	48		
No cash rent	11		
MEDIAN GROSS RENT	$494	$205	$103
Percentage Change 1980 - 1990	*140.81%*		
Consumer Price Index	*59%*		

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
GROSS RENT			
With cash rent:			
Less than $199	127		
$200 to $299	218		
$300 to $499	803		
$500 to $749	833		
$750 to $999	273		
$1,000 or more	84		
No cash rent	34		
MEDIAN VALUE	$116,133	$42,433	$16,933
Percentage increase 1980 - 1990	174%		
City of Oakland			
Percentage increase 1980 - 1990	162%		
Consumer Price Index	59%		
VALUE			
Less than $20,000	40		
$20,000 to $49,999	72		
$50,000 to $99,999	394		
$100,000 to $149,999	370		
$150,000 to $199,999	268		
$200,000 to $249,999	84		
$250,000 to $299,999	40		
$300,000 or more	0		

HOUSEHOLD INCOME IN 1989 BY GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1989 *Universe: Specified renter-occupied housing unit.*

Less than $10,000:	
Less than 20 percent	0
20 to 24 percent	11
25 to 29 percent	30
30 to 34 percent	46
35 percent or more	693
Not computed	116
$10,000 to $19,999:	
Less than 20 percent	20
20 to 24 percent	31
25 to 29 percent	49
30 to 34 percent	87
35 percent or more	326
Not computed	18
$20,000 to $34,999:	
Less than 20 percent	154
20 to 24 percent	43

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
25 to 29 percent	173		
30 to 34 percent	57		
35 percent or more	115		
Not computed	0		
$35,000 to $49,999:			
Less than 20 percent	192		
20 to 24 percent	74		
25 to 29 percent	0		
30 to 34 percent	16		
35 percent or more	4		
Not computed	0		
$50,000 or more:			
Less than 20 percent	103		
20 to 24 percent	11		
25 to 29 percent	0		
30 to 34 percent	0		
35 percent or more	0		
Not computed	3		

AGE OF HOUSEHOLDER BY GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1989
Universe: Specified renter-occupied housing units

15 to 64 years:	
Less than 20 percent	388
20 to 24 percent	131
25 to 29 percent	195
30 to 34 percent	164
35 percent or more	872
Not computed	84
65 years and over:	
Less than 20 percent	81
20 to 24 percent	39
25 to 29 percent	57
30 to 34 percent	42
35 percent or more	266
Not computed	53

HOUSEHOLDER BY GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1989
Universe: Specified renter-occupied housing units

Less than 20 percent	469
20 to 24 percent	170
25 to 29 percent	252
30 to 34 percent	206
35 percent or more	1138
Not computed	137

Percentage paying 30% and over *60%*

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
HOUSEHOLD INCOME IN 1989 BY SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1989			
Less than $10,000:			
Less than 20 percent	15		
20 to 24 percent	11		
25 to 29 percent	25		
30 to 34 percent	36		
35 percent or more	144		
Not computed	24		
$10,000 to $19,999:	0		
Less than 20 percent	120		
20 to 24 percent	5		
25 to 29 percent	22		
30 to 34 percent	0		
35 percent or more	119		
Not computed	0		
$20,000 to $34,999:	0		
Less than 20 percent	122		
20 to 24 percent	40		
25 to 29 percent	13		
30 to 34 percent	0		
35 percent or more	64		
Not computed	0		
$35,000 to $49,999:	0		
Less than 20 percent	156		
20 to 24 percent	6		
25 to 29 percent	34		
30 to 34 percent	0		
35 percent or more	34		
Not computed	0		
$50,000 or more:	0		
Less than 20 percent	130		
20 to 24 percent	87		
25 to 29 percent	11		
30 to 34 percent	0		
35 percent or more	6		
Not computed	4		
AGE OF HOUSEHOLDER BY SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1989			
15 to 64 years:			
Less than 20 percent	271		
20 to 24 percent	90		
25 to 29 percent	52		
30 to 34 percent	0		

APPENDIX D: Census Data - Housing

CENSUS OF POPULATION AND HOUSING SUMMARY
ALAMEDA COUNTY

TRACTS: 4007, 4008, 4009	1990 TOTAL	1980 TOTAL	1970 TOTAL
35 percent or more	200		
Not computed	9		
65 years and over:			
Less than 20 percent	312		
20 to 24 percent	59		
25 to 29 percent	53		
30 to 34 percent	36		
35 percent or more	167		
Not computed	19		

HOUSEHOLDER BY SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN 1989

Less than 20 percent	583
20 to 24 percent	149
25 to 29 percent	105
30 to 34 percent	36
35 percent or more	367
Not computed	28
Percentage paying 30% and over	*33%*

ADDITIONAL REPORTS

ADDITIONAL REPORTS


RESPECT
HISTORY
UNITY
WE'RE ALL

PHOTO PREVIOUS PAGE

Mural painted in 1993 by RIGO 93 with neighborhood youth at the play area of the Charles Porter Golden Gate Recreation Center, 2018

Photo by Sue Mark

A Connecting the Dots Conceptual Proposal

How to link large development programs to local neighborhoods and social programs to create thriving neighborhoods, a sample concept from the SF Bay Area.

Draft-R.M. Freeman, copyright November, 2013

Typically it is difficult to link large scale urban planning resources to directly benefit populations who have average or below resources.

The Bay Area Plan (BAP), administered by the Metropolitan Transportation Commission and the Association of Bay Area Governments provides an opportunity to address this condition. The BAP selects to which applicant cities $26.8 Billion in Federal transportation funding will be granted over 15 years.

The Bay Area's plan includes two important elements. One, because of State Greenhouse Gas Reduction laws, transportation funds will be provided within walking distance of public transit corridors and, two, the funds designated for added housing density require low and moderate income units as well as market rate housing.

Designated Priority Development Areas (PDA's) along transit corridors can apply for grants. Requirements are linked with providing additional low, moderate, and market income additional housing to the existing housing stock. A small amount is set aside for bike and pedestrian improvements. There are also protected natural asset conservation areas, safe routes to school and small business development elements. BAP will also fund "flipping" foreclosed houses.

Other sources, like Stopwaste, the Alameda County recycling joint powers agency, have some money to promote building re-use. In contrast, the BAP's examples show newly built current style low and mid-rise "infill" apartment blocks on bulldozed property. Even when required by policy, "inclusionary" low and moderate cost units, are in practice, seldom actually low or moderate in price. Even when designed like "new urbanism" main streets, they tend to look like movie sets as they replace actual main streets and historic buildings. Often they are promoted as "green", however new "green" buildings still have a greater environmental impact and cost than upgraded existing buildings.

For a neighborhood to have a variegated textured and interesting "urban fabric" is needs to have multiple designers, builders, and users who have contributed to it. In theory, large funding such as the BAP controls, could be linked to existing assets of multiple types which can produce healthy thriving, economically, environmentally and culturally sustainable neighborhoods.

Land trusts, first time homebuyers, micro-loans can be assembled to allow people to buy and upgrade where they live. If you own your own rental unit, you get to choose who lives in it - like the homeowners in the Berkeley hills who rent nice units in their own houses to students and other low and moderate income people at below market rates. A new apartment block will "target" a particular "demographic" in their marketing, thus developing a social and economic sameness.

For both economic stability and cultural variety, small local businesses also need to be able to buy their own storefronts.

Potentially a BAP grant could fund second+ units in existing housing stock; allowing an existing population to "gentrify in place" rather than displacing whole groups as larger scale developments convince property owners to sell, move and evict their tenants.

A typical historic moderate and low income residential neighborhood could increase the number of living units by 1/3 and stay completely within the existing building footprints. The integrity of the neighborhood fabric can be maintained while preserving history, giving jobs and job training as shown by some community based job training pilot projects for small contractors and designers. Model building ordinances could be written for cities to adopt in order to train interested building inspectors to help people in the program utilize "found" space with the least cost disruption like in Europe and Asia. Roof window and special staircase manufacturers could be involved as advisors and funders. The historic preservation organizations and interested architects, suppliers and builder/craftspeople could be recruited to participate through conferences and tours. Green infrastructure can be included in neighborhood scale plans, designed by the neighbors and installed by small local contractors who get a bonus for hiring graduates of training programs who have recruited under-served populations. For example, two Merritt College Environmental Management and Technology field "lab" sites cover an about to be gentrified neighborhood and also a low income neighborhood. Both have historic buildings, one has historic farmland.

Under the auspices of the Institute for Sustainable Policy Studies, it would be timely to write a foundation funded planning grant to bring these diverse entities together. If we track the whole process, it can become part of the planning literature with other case histories to back it. It would be an important follow-up to pilot projects like Green Works Development and the former Mayor's Task Force committees under Dellums. It could involve Diana Lee's organizational consultants who designed the original Task Force process. It could take the adversarial Alinsky "empowerment" spectrum past trying to force "targets" to do the right thing towards a method of setting a positive environment in which the stakeholders offer up their resources as they are inspired as we have seen work with the San Leandro Creek and Emeryville Temescal Creek processes.

Introductory Remarks – SPAGGIA Community Planning Meeting, Nov. 16, 2013

Robin Freeman, Director, Environmental Management & Technology Program, Merritt College (and 34-year Golden Gate resident)

- My role here is mainly as a notetaker, and the main product of this process will be trust, good will and inclusiveness. The effectiveness of community planning is based on how well organizations can create and maintain good will; you need transparency and persistence.

- Typically, neighborhoods are interested in quality of life and local economic activity. Neighborhood-scale planning is less driven by large money than the normal kind – most large scale urban planning is driven by large outside investors, industry and transportation.

- Community-based planning is an emerging trend, how to make sense of it all out your back door. We're inventing how to bring neighborhood-scale values to the planning process, by what we call "connecting the dots," in which you draw up ideal long-range plans, and use a collaborative process to identify and use your assets, like the tree-lined Stanford median that goes up to connect with BART, and could be a pedestrian/bike path. There's a range of mechanisms to implement a plan, starting with immediate, low-cost efforts, like this meeting; at the other end, there are 20-year plans. You do it dot by dot, and they build up.

- There's a variety of mechanisms to implement neighborhood-based plans, including:
 - Community benefit developments, in which developers pay;
 - Recruit like-minded investors;
 - Code and zoning changes, to encourage what's desired by the neighborhood;
 - Look for funding; there are special tax districts, where you tax yourselves, e.g. the EmeryGoRound, Oakland's fire suppression district;
 - Have festivals, gardens, etc., very valuable in terms of building good will;
 - Work on projects that allow people to stay in their homes, age in place, which can be "self-gentrification";
 - Tactical urbanism – planters, benches, parklets.

- Examples of community projects that emerged from collaborations with Merritt College include Temescal Creek (cleaning, restoring, making accessible), Emeryville bike/pedestrian pathways, San Leandro Creek (multi-year environmental efforts). There are also famous community-driven processes such as the Dudley Street initiative in Boston, and Village Homes in Davis, where 60% of the pavement became gardens.

- Develop your vision, keep (? flexible) as you progress.

David Ralston, co-teacher of the Merritt College course SPAGGIA is collaborating with, is an urban economic analyst for the City of Oakland (here as a citizen, not a city representative), who also teaches graduate-level urban planning at San Jose State.

- I've worked in urban planning 20 years, and worked on Ed Blakely's project that produced a neighborhood revitalization plan for Golden Gate in 1994.

- Neighborhoods are most organic planning processes, and there aren't many examples where it succeeds; it's easy to start plans and studies, but very difficult to get a sustainable neighborhood plan.

- **Golden Gate residents could step aside and allow outside development forces to work, with maybe undesirable results. It's a messy and difficult process, and the city isn't equipped to deal with such small-scale plans. (He shows the current Oakland general plan, which addresses north Oakland and its 50,000 people, with only a couple of items relating to Golden Gate.)**

- **The key lesson here is that you need an institutional presence to help steer and guide what happens. Having SPAGGIA is a big asset already.**

- **Our theme is "connect the dots." It's important to connect to other institutions in the neighborhood to work on projects of mutual interest. These include schools, open space and nature, civic and social spaces for people to make their own, economic and cultural aspects, e.g., making, shopping, buying.**

- **A neighborhood plan can't be static; it has to evolve, and be a conversation starter. Make a vision document and use it as a way to move strategically.**

- **You need immediate, medium and long-term projects: immediate actions are for the next 2-3 years. A recent talk by a community organizing expert said to be successful, a neighborhood needs 4% of the residents to be actively committed, and 17% to volunteer for various projects; so if SPAGGIA has 500 people on the email lists, 4% is 12 people – and 17% is 85, Since 60 people have attended these two meetings, you're on your way.**

- **I suggest using projects to leverage funding, and hold the city accountable for serving you. An excellent idea would be to work on the general plan update that's supposed to happen every five years, but hasn't, and work to get what will help your neighborhood.**

SPAGGIA Community Planning Meeting
12 Nov 2013

People in attendance and number of years lived here:

Emogene 7
Jessie 7
Mike 5
John 9 mo
Veronica 3
Jonathan 3
Sal 12
Beth 1
Georgia 6
Chris 12
Rebecca 7
Kirsten 4
Lizabeth 5
Ruthanne long time
Fred 32
John 26

Minnie 20, in business 3
Lauren 1
Zack 6
Yuki 18
Katrine 14
Kendall 12
Candice/ Julie 5
Joe 22
Gerry 6
Deborah 10
Laura 27
Angela 12
Robin 34
Marilyn 30

Neighborhood Assets:

1. Diversity
2. Park/Golden Gate Rec Center
3. 2 elementary schools
4. Library
5. History of mixed commerce and housing
6. Outstanding location – centrally located
7. Work PLACE for Sustainable Living has done
8. Stanford median (potential for bike/pedestrian uses)
9. Churches: St Columba, Star Bethel, Downs Memorial
10. Proximity to SF Bay
11. Murals and artists
12. Interesting people
13. ID art spaces – Ace Monster Toy maker space, etc.
14. Bike paths, access to **?**
15. Actual Cafe
16. Senior housing, affordable
17. Affordable housing
18. Destiny Arts
19. Phat Beets – monthly peace & justice walks
20. Local developers – e.g., Wilsons, 61st/ Adeline, Protopappas/Bakery Lofts
21. Planting Justice
22. Facade improvement and former redevelopment $ may be available
23. Great housing stock
24. Grid alternatives /Rebuilding Together
25. Golden Gate childhood development center – may reopen
26.. Youth Spirit Arts
27. Investments and amenities in adjacent cities

28. Close enough to BART
29. Emery Go Round (free shuttle)
30. San Pablo Ave. Bus Rapid Transit
31. Lowell Street Connected group
32. Community Gardens (59th & 62nd street)
33. Temescal Creek
34. SPAGGIA
35. Urban Ore, Ashby Lumber, Ace Ellis
36. Berkeley Bowl West
37. Local San Pablo businesses (see business directory online)
38. All cafes
39. National Night Out / Jazz on Sundays
40. Real estate vacancies

VISION:

1. Maker spaces, workshops (public)
2. Environmental safety -- indoor air quality, air quality
3. Businesses pick up garbage they generate
4. Restore bus on Emery Bay Rockridge **?** (Emeryville transit study happening now)
5. Green spaces, garden spaces
6. Bike lanes on San Pablo
7. Bike lanes on Alcatraz
8. Develop warehouses as mixed income/ mixed use
9. More affordable housing and foreclosure prevention
10. Dog park
11. Beautification projects, art and ecology, decorate planters, trash cans
12. Rain gardens
13. Trees on barren boulevards and residential streets
14. Ban polluting businesses
15. Eco-friendly bio-diesel station
16. Fruit trees
17. Traffic circles, roundabouts
18. San Pablo filled in with four-story buildings, keep historic fabric
19. Encourage second units
20. Permeable and rubberized asphalt
21. Training program to employ local youth
22. Green infrastructure (Civicorps)
23. Street murals on pavement, help traffic calming
24. Local business support including (E) business **?**
25. Farmers' markets
26. Easy business start-up opportunities -- farmers
27. Training center and green jobs
28. Local interactive space, not too defined, accessible
29. More police

30. Safe streets, people on streets – "popsicle index" ?
31. Public spaces -- commons
32. Benches / common parks
33. Share stuff / exchanges / plant swaps
34. Streamlined outdoor event permitting process
35. Break down barriers to communication -- not just internet, bulletin boards
36. Communication to us about proposed development
37. Second Saturday monthly events
38. Coordinated emergency preparation
39. Food gardens in front and back yards, rainwater harvesting, resilience
40. No packaging, bulk food co-op
41. Look at city policies, i.e, urban ag – fruit trees, model ordinances
42. Neighborhood solar and wind purchase network
43. Transit east-west, safe streets or transit like Emery Go Round
44. Neighborhood history – documents, interpretive signs, historic preservation
45. Neighborhood watch online tips
46. Peace and justice walks, churches
47. Repair senior center on Alcatraz, roof collapsed ?

NOTES – Community Planning Meeting Nov. 16, 2013

1) Attendees, length of time in neighborhood, in years:

Eli, 18 yrs
Josh, 8
Sylvia, 53, family 60+
Thelma, 16
Joey, 21
Katy, 33
Madeline, 9
Faye, 6
Karen, 2 mo.
Kelly, 10
Rosa, 4
Sylvia, 17
Huang, 1
Annie, 53
My-Loc, 1
Judy, 18
Leslie
Laurie, 10
Christine, 1.5
Yvonne, 2 mo.

Maria, 6
Laura, 27
Angela, 12
John, 26
Marilyn, 30
Robin, 34
Max, 7

ASSETS

- Timely opportunity
- Human scale – buildings, architecture
- Location – easy access
- Wildlife, trees
- Vacant lots/privately owned
- Purchase vacant lots – San Pablo Ave.
- Raise food
- SPAGGIA
- History of wanting participation in development decisions; Oakland general plan mentions GGate responsive
- Mixed neighborhood
- Lot of history here
- Many longtime residents – invested
- Golden Gate library
- Historic landmarks
- History of people experienced in working w/city
- Not overrun by chain stores
- Not an urban canyon on San Pablo
- Warehouse workspaces
- Diversity of skills and jobs here
- Historic architecture
- Empty storefronts
- Faith-based organizations
- 5-minute bike ride from Marina, beautiful view
- Weather
- History of being a happy neighborhood, w/movies, commercial, Key Route
- High proportion of homeowners & resident small landlords
- Affordability
- National Night Out, Downs Memorial and other churches supportive of community
- Senior center and housing
- Actual Café – has menu items for seniors, owner is GGate resident
- Good energy/synergy from S. Berkeley and Emeryville

- Businesses - Kinks Hair Supply, Tribu Café, Orchard Supply, Ace Allis Hardware, family owned, Goodwill, and institutions – Charter schools, Destiny Arts
- Proximity to Emeryville parks and bus
- Urban Ore, other re-use businesses
- The PLACE for Sustainable Living, 64th St.
- Public transit
- Collaborative neighborhood on listservs
- Two email listservs, SPAGGIA Yahoo list and Next Door, 500+ people
- Tree planting/Urban Re-Leaf, Sierra Club
- San Pablo business owners communicate with each other
- Family-owned businesses, e.g. Williams Appliance, Kinks Beauty Supply, James & Giant Cupcake

FUTURE GOALS:

- ? 51 bus – Stanford & Powell
- Need east-west transport – restore Alcatraz bus
- Recreational business – skating rink, bowling, pool
- Youth activities, training programs
- More police
- Clear marking of parking spaces
- Low-cost, comfortable restaurants, cafeterias, soup
- ? Senior supplies indoors
- YMCA/safe recreation
- Community gardens
- Open the park at GGate Rec Center for baseball, etc.
- Wider pre-notice of new big development proposals
- Underground utilities, LAN
- More street trees
- Control of wireless proliferation
- Improve pedestrian crossings
- Fill potholes
- Dedicated bike lanes/paths
- Lighting
- Slowing or reducing through traffic on small streets
- Trash cans
- Murals
- Streetcar/light rail to downtown Oakland
- Theater like the Parkway/Speakeasy
- Community urban farm
- Show value/marketing to recruit wanted businesses/projects
- Hook up w/S. Berkeley/Sacramento/paths & explicit plans
- Directory of nonprofits and services

- Community center
- Dog park
- Support existing groups, like Place, Destiny Arts, and businesses like the Actual Café
- Inter-faith council
- Oral histories
- Market, find and show local crafts, arts & makers
- Street fair, crafts, businesses, etc.
- Shared small business spaces, affordable
- Incubator space
- Use storefronts for incubator and shared business spaces – seek rent support, i.e., pop-up hood
- Limit monster building heights & chains
- Environ. issue organization
- Volunteer maintenance projects
- Services for young children/businesses and parks, places for birthday parties
- Girl Scouts & Boy Scouts
- Buy-in from big corporations
- Business association
- Ice cream parlor
- ? Quaint area

The Print Public Plan: Creative Place-making along San Pablo Corridor

Categories: Creative Place-making, community involvement, art in public space, site planning and Identification

I.Client: Print Public, Kala Art Institute

III. Site Visit Date: Monday July 28th, Tuesday July 29th, or Wednesday July 30th.

III. Contact Information:
Address: Kala Art Institute Studios, 1060 Heinz Avenue, Berkeley, CA 94710
Kala Art Institute Gallery, 2990 San Pablo Avenue, Berkeley, CA 94702
Website: www.kala.org

IV. Project Description
KALA's Print Public project seeks assistance in developing a comprehensive Creative Place-making plan along the San Pablo Corridor in the City of Berkeley. Students will begin by researching Creative Place-making practices and define this approach in relation to the community(ies) along San Pablo. They will continue by developing GIS based maps, graphs, and charts to determine the sites for artistic interventions. These locations will be defined according to criteria informed by categories such as safety, health, housing affordability, socio-economic class and demographic diversity. A main focus of this project is developing innovative ways of integrating planning research tools with visual arts planning and production through community participatory processes. Additional tasks will include an in-depth analysis of the pros and cons of creative place making as a planning tool in the context of the San Pablo Corridor.

V. Project Rationale

Print Public is an innovative place-making project partnering UC Berkeley's College of Environmental Design, Department of City & Regional Planning, UC Transportation Center, Kala Art Institute, and local businesses to create art installations, pop-up projects, print kiosks, and innovative acts of culture to activate San Pablo Avenue in West Berkeley. Four artist-teams are developing distinct projects within the San Pablo Corridor, creating an arts-integrated approach to urban planning and community activation.

The San Pablo cultural corridor is a major thoroughfare chosen as the first Bus Rapid Transit line for the East Bay. Print Public employs diverse presentation strategies in order to reach both new and long-time residents, traditional and non-traditional art audiences, and the business community as well as people 'just passing through' by car or bus. Print Public focuses on place-making projects that give people a reason to slow down and engage, while activating blighted and under-utilized public and private spaces.

San Pablo Avenue, Historic Route 123, is the final leg of the first transcontinental highway and part of the oldest continuously used US transit route. Transit evolution, from horse and buggy to streetcar and bus, has and continues to connect communities. Yet, contemporary motor-centric use of this three-mile San Pablo stretch in Berkeley discourages sidewalk interactions, a major cultivator of a 'sense of place'. Print Public tackles this creative challenge using architecture of the area as a canvas for interactive artwork that engages new audiences along this traffic heavy, pedestrian light thoroughfare.

Organizational Background
Kala Art Institute is a non-profit arts organization and a community art-making hub. Located in the former Heinz ketchup factory in West Berkeley, California, Kala's 15,200 square foot facility houses an extensive

array of art-making equipment and tools, as well as a public exhibition gallery, community classroom, artist project spaces, an art library and an extensive print archive.

As a 40-year anchor arts center in West Berkeley, Kala is a key player in the city's economic revitalization goals. Kala is located on the transit corridor, San Pablo Avenue where Oakland, Emeryville, and Berkeley come together, a stretch of Berkeley traditionally in need of services. This 3-mile micro-region along San Pablo Avenue consists of several historically working class neighborhoods. The area includes: historic homes and new condominiums, a public library, neighborhood associations, schools, churches, independently-owned businesses as well as parks, community gardens and a new pedestrian/bike greenway. UC Students researching the demographics in this area found 47% White, 36% Black, 15% Latino, 13% Asian, 7% Other, 51% over the age of 40, 23% between 25 – 40 years, and 26% under 25 years of age. Since this neighborhood is on the fringe of three cities, Berkeley, Oakland, and Emeryville there are sections in serious need of care and services.

Artist Project Briefs

Kala's current place-making project, Print Public functions to bring diverse groups together, share stories and experiences, and activate the transit corridor of San Pablo Avenue. The following artists compose Print Public:

Cultural researcher Sue Mark of marksearch is developing *Communities' Crossing: Echoes Along Historic Route 123*, an interdisciplinary exploration of San Pablo Avenue's early history as it transverses Berkeley, Emeryville, and Oakland, CA. Communities' Crossing uses image and text-based signage along San Pablo Avenue, one of the Bay Area's oldest existing transit routes, to explore community identity. Mark will translate historic imagery and community stories from this section of the San Pablo Corridor into print-based public interventions. By reaching back to the late 1800s, Mark will pictorialize the area's influential founding entrepreneurs, their enterprises and society of the time in relation to contemporary gentrification issues. The research and exploration with be shared in phases with the community in these tangible ways: hand-printed collectible bookmarks inserted into the local public library's stacks; 'human billboards' carried by dancers and choreographed into a series of improvisational interactions at city limits, crossings, and transit shelters designed to resuscitate pedestrian activities; still and video recordings of the performances as well as project research to form an archival website.

Swell (collaborative duo Ali Naschke-Messing & design studio ScrapD) presents *Well, Being*. "What does well-being look like communally? Does demonstrating well-being have an impact?" In collaboration with stakeholders of the San Pablo Ave corridor–specifically spiritual and community service groups–Swell will host semi-monthly silent walking meditations. Meditations will be led by community members; they will frame the shape and character of each gathering. The inner quietness (amidst urban noise) will illuminate the natural and built environments and the historical context of the community to participants and observers alike. Swell will host flag making workshops, introducing participants to printmaking while producing tributary objects to support the project. The flags will serve as route markers and announcements to bring awareness to the walking events and San Pablo Corridor appreciation. The *Well, Being* project is the experience of communal silence and the discovery of its impact.

Susan O'Malley's *Advice From My 80-Year-Old Self* will ask a simple question: "What advice would your 80-year-old self give you?" O'Malley will gather this information with volunteers from a neighborhood youth organization through interviews along San Pablo and beyond, from people of all ages. She is also developing relationships with senior communities in the area, such as Berkeley Adult Day Health Center, to engage in this conversation. Excerpts from the recorded interviews will be translated into a series of graphic text posters that will be displayed throughout the community - in storefront windows, schools, public spaces, and

if possible, a billboard and or bus posters. A website URL will be included on the posters as well to further contextualize the project. This work is a continuation of O'Malley's interest in people, language and optimism. "My hope is that these community-authored public service announcements will reflect back our inner brilliance and perhaps allow a brief space to gently listen to our own advice."

Taro Hattori's community engagement commission *Swan Songs* will combine audio recording and sculpture inspired by, collected within, and displayed in the San Pablo Corridor. For *Swan Songs* individuals in the community will be asked to recall a song, which someone they personally know, sings or has sung to them in the past. Efforts will be made to approach individuals from various walks-of-life and with diverse ages, backgrounds and ethnicities. These songs will be recorded, along with the personal recollections related to the song. These recordings, along with print material displaying song lyrics and context will be installed at various locations in the neighborhoods along the San Pablo corridor, along with city-scape like sculptures made of corrugated cardboards, also created by the artist.

Research Questions and Topics

- What is Creative Place-making?
- What is the specific geographic scope for this project along the San Pablo corridor?
- Who represents the community of San Pablo Corridor? Is it one or many communities? How can their interests be represented through Creative Place-making practices?
- What benefits and/or challenges does Creative Place-making bring to a community? Is it a tool for gentrification? Or can it lead to community-driven improvements benefiting all residents?
- Consider current controversies regarding the relationship between Creative Place-making and gentrification. Examples: ArtPlace and intersection between Arts and SOMA (See attached).
- What are examples of successful Creative Place-making projects? How do they connect to their context's social, racial and ethnic histories? How can Creative Place-making along San Pablo be contextual?
- How can a conversation about gentrification, race, history, class, and neighborhood change inform Creative Place-making practices in a productive fashion for all parties involved?
- Critically address the indicators that define Creative Place-making (See attached). What are some options for alternative indicators that could emphasize governance, political representation and economic development?
- How can Creative Place-making bring economic development and benefit local residents?
- Why are there empty lots in San Pablo? What Creative Place-making strategies could be developed to deal with them?
- What are the other art-based initiatives in the area that could link with this project?
- What are examples of community participatory models– virtual interfaces, charrettes, print materials, etc. – that could enable deliberation, trust, and partnerships?
- How can a creative place-making strategy along San Pablo explore the presence of art - from permanent to temporal to residual - as an asset for the community?
- What are examples collaborative artistic activities that could involve artists, local residents and non-artists alike? How could these activities be defined and promoted?
- How can a Creative Place-making strategy along San Pablo link existing planning efforts in the area as well as efforts sponsored by universities and colleges?

Geographic Scope:

The project scope is Dwight Way to Oakland/Berkeley border with Sue's project extending to San Pablo Ave/59th Street (Klinknerville).

Tasks

The Print Public plan will be based on the following tasks. These tasks represent a template that can evolve.

Scope 1: Scope Definition: This part of the project involves the definition of a comprehensive narrative which considers what Creative Place-making mean to San Pablo's residents? Consider how the artists and their proposals can inform this narrative. What are their contributions? And how can their projects engage a productive dialogue about Creative Place-making in the community. How can a community-based Creative Place-making strategy confront the changes under-going these areas in a productive manner for all residents involved? Consider ways in which this proposal may connect with existing urban planning proposals, policies – zoning and land use - or plans.

Scope 2: Analytical Mapping: Develop a series of analytical maps based on GIS data to determine the locations of sites for KALA's Creative Place-making activities. The sites include locations for the art pieces, community crossings signage, tributary sites and routes for art projects. By reviewing the pertinent plans and policies below consider the normative criteria that could be used to develop the mappings, but also alternative criteria that may focus on San Pablo's Particularities. This may include looking at basic indicators of place such as traffic conditions and mobility, safety, health, poverty rates, and demographic conditions among others. Explore how these categories may inform the definition of sites, a network of sites, or even a Creative Place-making overlay district.

Scope 3: Community involvement: Identify allies and local partners that may benefit from the Creative Place-Plan. Consider how partnerships and mutual benefit can develop by investigating community participatory processes that balance conflicting community perspectives by involving the general public as co-producers/co-authors.

Pertinent Plans and Policies

- National Endowment for the Arts
 - Ann Markusen and Anne Gadwa's white paper on creative placemaking, 2010, 77pp.: http://arts.gov/publications/creative-placemaking
- ArtPlace America: http://www.artplaceamerica.org
 - Principles of Creative Placemaking: http://www.artplaceamerica.org/articles/principles-of-creative-placemaking/
 - Vibrancy Indicators http://www.artplaceamerica.org/vibrancy-indicators/
- Recent article critical of creative placemaking in SF's SOMA district, by Megan Wilson: Stretcher.org: http://www.stretcher.org/features/the_gentrification_of_our_livelihoods/
- Artscape
 - Approaches to creative placemaking: http://www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx
 - Video, What is Creative Placemaking? Discussion between Artscape CEO and Director: http://www.artscapediy.org/Creative-Placemaking/What-Is-Creative-Placemaking.aspx
 - Resources such as Project Assesment Forms, Feasibility Study Templates, Guides to Team Building and Project Development: http://www.artscapediy.org/Resources/Artscape-DIY-Resources.aspx

CREATIVE PLACE-MAKING ALONG THE SAN PABLO CORRIDOR

Unveiling the Community Canvas

Goal

Using a place led approach, develop a strategy for San Pablo Corridor that engages all community members and leverages existing cultural assets in the creative place-making process.

Methods

EXPLORE
- Creative Place-making
- Infrastructure
- Community

CONNECT
- Needs
- Assets

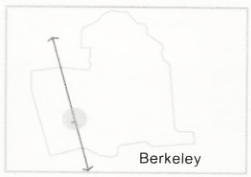
ACTIVATE
- Street
- Space

CREATE
- Process
- Success

Introduction

kala ART INSTITUTE

Kala Art Institute is a nonprofit arts organization and a community art making hub located in the former Heinz ketchup factory in West Berkeley,California.





Mission



Help artists sustain creative work & engage the community through exhibitions, public programs and education.

Partners

University of California Transportation Center





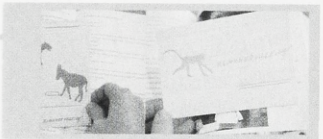
PRINT PUBLIC

PRINT PUBLIC is an innovative place making project with five main partners to create art installations, pop-up projects, print kiosks, and innovative acts of culture to activate San Pablo Avenue.

Goals of Print Public Plan
- Art intervention
- Activate vacant properties
- Pedestrian connection
- Activate overlooked public spaces

Artists' projects

1 Communities' Crossing
by Sue Mark



2 Well, Being
by Ali Naschke Messing



3 Swan Songs
by Taro Hattori



4 Advice From My 80 Year Old Self
by Susan O'Malley



Through Print Public, Kala Art Institute has initiated creative place-making efforts along the corridor. Our team will provide a framework for increasing community engagement and sustaining placemaking activity.

[IN]CITY 2014 STUDENTS Derrick Behm, Emily Busch, Lucia Constantine, Josh McWhirter, Lu Sun INSTRUCTORS H Fernando Burga, Leah M. Stockstrom, Nicola Szibbo, Eric Anderson

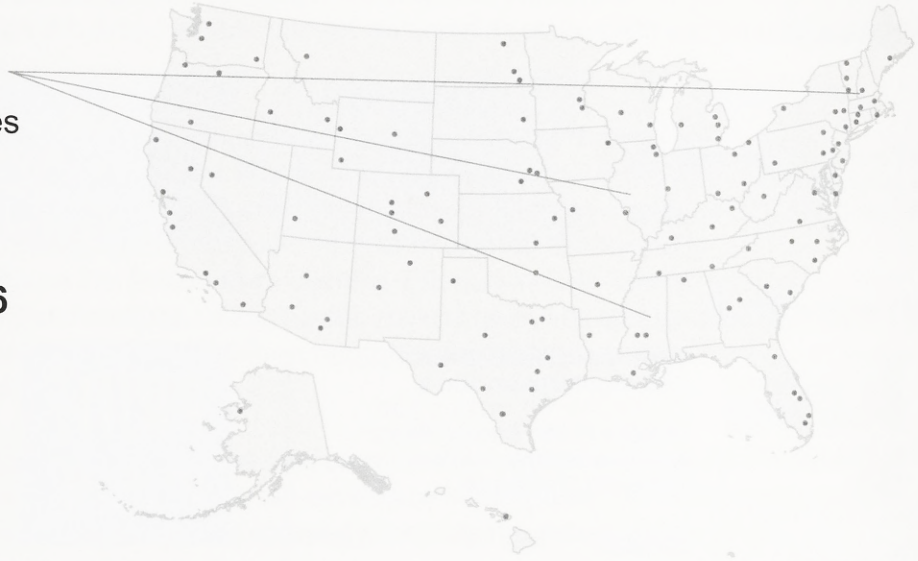
Unveiling the Community Canvas

Explore

The Rise of Creative Place-making

With the publication of Richard Florida's The Rise of the Creative Class, cities aimed to attract creative types. The idea was further promoted by the National Endowment for the Arts and ArtPlace, a collaboration of foundations that gives grants for these types of projects.

120+ communities across **50** states



$77 million through **256** grants

What does it mean? Who is involved?



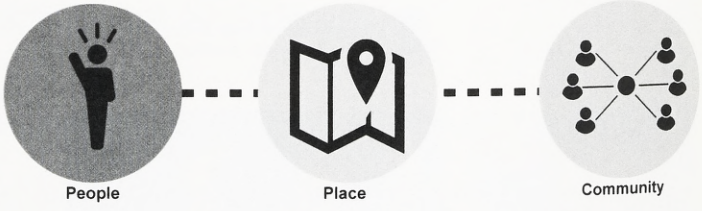
"Partners from public, private, non-profit and community sectors strategically shape the physical and social character of a neighborhood, town, city or region around arts and cultural activities."
- ArtPlace



Cities sought to attract "creative types" that would found design blogs and tech start-ups, which in turn could spur economic activity.



Through a more expansive definition of creativity, every resident can contribute to improving his or her neighborhood.



"Place-making is a process, accessible to anyone, that allows people's creativity to emerge and can be effective in making people feel attached to place. That, in turn, makes people more likely to get involved and build shared wealth in their communities."
- Project for Public Spaces

Creative place-making has been narrowly interpreted as adding urban amenities to attract a specific kind of creativity. We believe when more inclusively defined, it can be a tool for community engagement and empowerment.

STUDENTS Derrick Behm, Emily Busch, Lucia Constantine, Josh McWhirter, Lu Sun INSTRUCTORS H Fernando Burga, Leah M. Stockstrom, Nicola Szibbo, Eric Anderson

Unveiling the Community Canvas

Explore

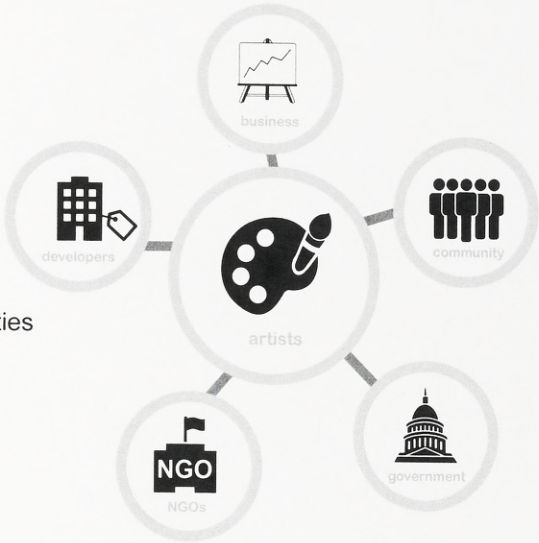
Different approaches. Different outcomes.

A project driven approach builds and installs urban amenities in the hopes of attracting talent and capital. As defined by the Project for Public Spaces, a place led approach starts with the people in the community, allowing them to create the change they want to see.

Project Driven Approach:

Informed by NEA and Art Place

- Focuses on urban amenities
- Vibrancy is place
- Copies existing cities
- Attracts specific talent
- Built and installed





Main Street Creative Corridor
Little Rock, AK

A big picture vision was unveiled to citizens of Little Rock. A creative corridor redevelopment plan was created through a partnership with the City and Downtown Little Rock and is funded by private investment.

Place Led Approach:

Informed by Project for Public Spaces

- Focuses on communities' wants
- Vibrancy is people
- Highlights uniqueness
- Develops existing talent
- Created and inspired





Plan-It Hennepin
Minneapolis, MN

Visioning exercises led by artists using cardboard, markers, and magazine clippings help extract community visions for a transformed Hennepin Ave.

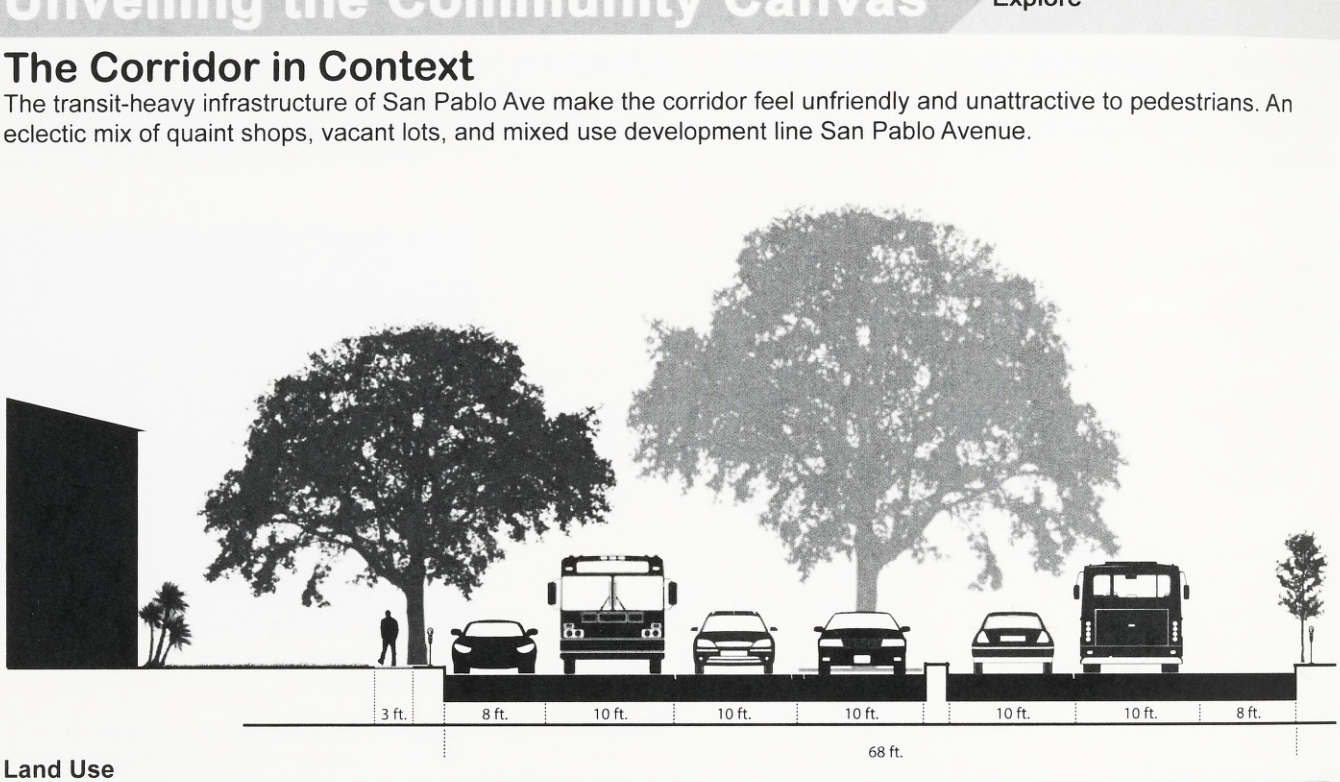
By using a place led approach, Kala Institute can ensure that the voices of all community members are heard and the distinctiveness of its neighborhood is preserved.

Unveiling the Community Canvas

Explore

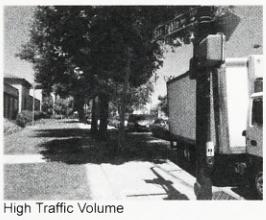
The Corridor in Context

The transit-heavy infrastructure of San Pablo Ave make the corridor feel unfriendly and unattractive to pedestrians. An eclectic mix of quaint shops, vacant lots, and mixed use development line San Pablo Avenue.



Land Use




High Traffic Volume


Unmaintained lots


Vacant Storefronts








New Development


Historic buildings

Creative place-making activities can change the feel of the corridor by giving people a reason to stay and engage. Social offerings and aesthetic improvements can increase people's feeling of attachment.

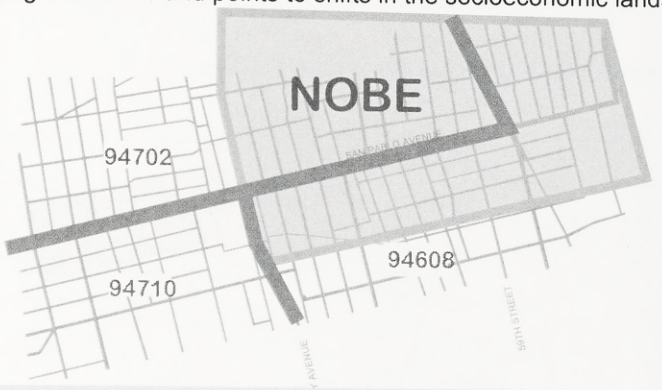
Unveiling the Community Canvas

Explore

A Community in Transition

The neighborhoods surrounding the San Pablo corridor have attracted new residents to the area. Demographic data provides an overview of existing conditions and points to shifts in the socioeconomic landscape.





"The North Oakland/ Berkeley/Emeryville neighborhood coveted by professionals, hipsters and families alike for its central location, cultural diversity, great climate and homes with choice architectural details and high walkability."

-Local Realtors

Change in Median Home Sale Price and Median Income

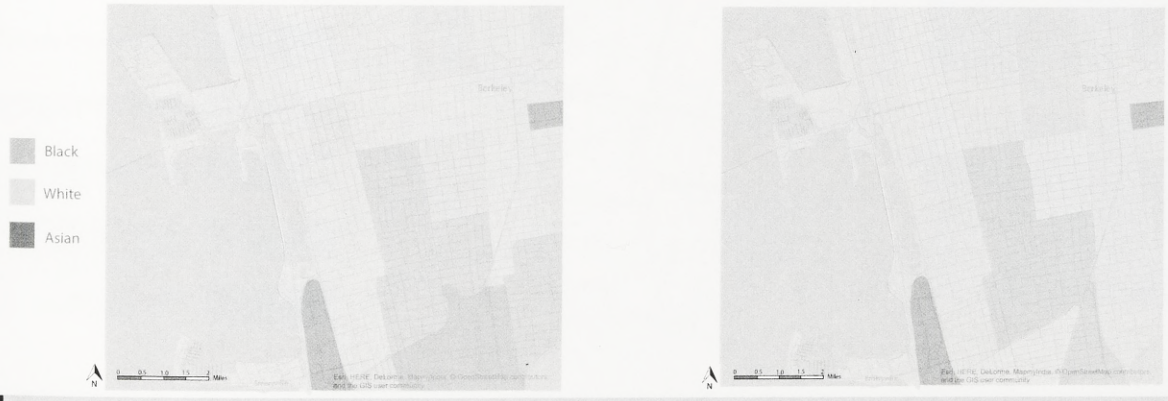
Zip Code	2000	2010	2000	2010	
94702	$262K	$629K			+ 50%
94608	$150K	$586K			+ 43 %
94710	$175K	$450K			+ 21 %

$5k

Change in Largest Racial and Ethnic Groups

Largest Racial and Ethnic Groups 2000

Largest Racial and Ethnic Groups 2010



The existing community is vulnerable to gentrification and displacement. Creative place-making has the potential to accelerate this process but a place led approach can drive change that benefits existing residents while celebrating local history.

STUDENTS Derrick Behm, Emily Busch, Lucia Constantine, Josh McWhirter, Lu Sun INSTRUCTORS H Fernando Burga, Leah M. Stockstrom, Nicola Szibbo, Eric Anderson

Unveiling the Community Canvas

Connect

The Fragmented Corridor

The shift in demographics and the overlap of different neighborhoods along the corridor is reflected in the disjointed definitions of "community" held by residents.

Cognitive Mapping of Residents and Workers along San Pablo Avenue



"I've stopped going to 'generic' festivals -- seen one, seen them all. But if it has more an art slant, I'm more intrigued. I've always wanted to go to KALA."

"A lot of our customers say 'I just moved here three months ago."

"I'm a part of the mass exodus from San Francisco to Oakland."

"Do you even know who's in your neighborhood?"

- Jered's Pottery employee
- Middle-aged resident
- 65th St. Market employee
- Middle school student
- Berkeley Bowl employee
- High school student
- James and the Giant Cupcake employee
- New resident

While there is not a prevailing sense of community among new and old residents, interviewees agree that San Pablo is not a hub for activity. Creative place-making activities will have to negotiate delineated and perceived boundaries.

Unveiling the Community Canvas

Connect

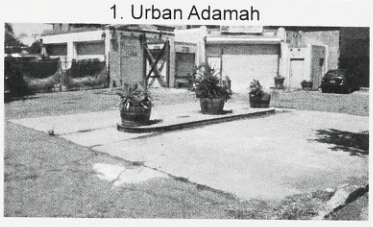
Cultural Assets

Although the corridor lacks a sense of place, the sheer number and variety of art galleries, design studios, arts-oriented retail shops and green spaces suggest a tendency toward cultural activities and creative engagement.





1. Urban Adamah



2. Jered's Pottery



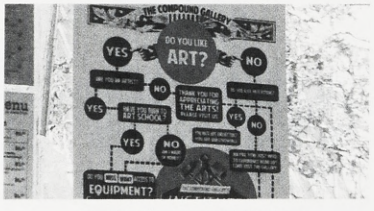
3. Cheng Design



4. Urban Ore



5. Grease Diner



6. The Compound Gallery

The San Pablo corridor already has a burgeoning arts and design scene. Given the increasing cultural capital in the area, Kala Institute should connect with potential partners and leverage their assets.

Unveiling the Community Canvas

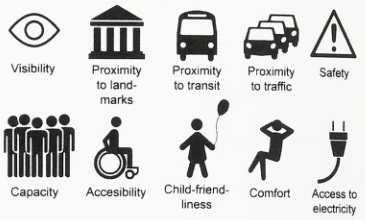
Activate

Artistic Intervention Points

In addition to having many cultural assets, the San Pablo corridor has several vacant lots and neglected properties. These spaces can be assessed using key siting criteria to determine their suitability for selected efforts.



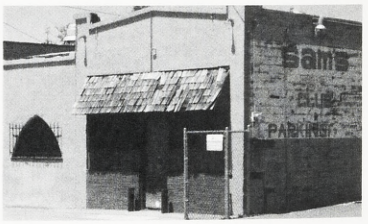
Siting Criteria:



Criteria inspired by *The Art of Place-making* by public arts planner Ronald Lee Fleming.



1. Derelict house



2. Closed bar



3. Walkway behind KALA



4. Unused lot

The number of underutilized spaces on and around San Pablo Avenue present a unique opportunity for activation by the Print Public artists. Connecting the dots between assets, opportunities, and process will be crucial to the success of creative place-making along the corridor.

CREATIVE PLACE-MAKING ALONG THE SAN PABLO CORRIDOR

Unveiling the Community Canvas

Create

A Process for Place-making

A place led approach is as much about the process as the project. Engaging stakeholders in a co-creative process will strengthen tenuous ties and provide the range of resources necessary for long term success.

EXPLORE

Sites:
vacant lots, unused parking, abandoned storefronts, existing green space

Partnerships:
neighborhood groups, local business, city government, organizations

Research:
demographics, behaviors, land use & zoning

CONNECT

Knowledge:
place evaluation workshops, charettes, discount classes

People:
celebration, launch parties, discussion groups

Efforts:
celebration, launch parties, discussion groups

ACTIVATE

Ideas:
summary report, visual concept plan, campaign

Space:
walking tours, street performances, pop-up exhibits, murals, lighting

Networks:
SPPGIA, Golden Gate Community Alliance, West Berkeley Design Loop, Public Arts Programs

CREATE

Community:
cultural district, alliance, arts memberships

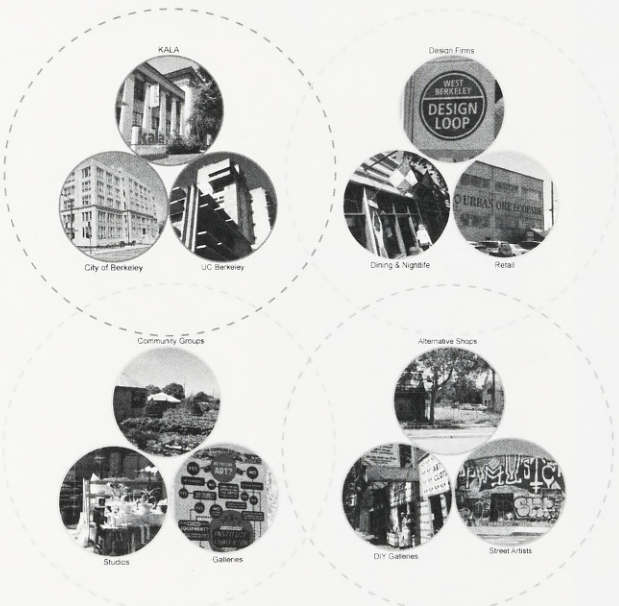
Policy:
streetscapes, transit, housing, work/live spaces

Success:
indicators, evaluation, surveys

Dispersed stakeholders



A coalition of placemakers



As a community institution and artistic force, Kala is in a unique position to generate support for the creative place-making process, harness stakeholder assets, and drive neighborhood change.

[IN]CITY 2014 STUDENTS Derrick Behm, Emily Busch, Lucia Constantine, Josh McWhirter, Lu Sun INSTRUCTORS H Fernando Burga, Leah M. Stockstrom, Nicola Szibbo, Eric Anderson

Unveiling the Community Canvas

Indicators for Success

Choosing indicators for success that are centered around community will ensure that creative place-making efforts are benefiting everyone and resources are used effectively.

Project Driven Vibrancy
(Art Place)

Place Led Vibrancy
(Project for Public Spaces)

A high concentration of residents who are of working age and employed.



vs.



"You're in a great place when you are surrounded by all different sorts of people, but still feel like you belong."

A high concentration of eating and drinking places and other businesses that cater to consumers.



vs.



"Place-making is not about having a place to sit and eat gelato, it's about having a place to sit and talk with your neighbors."

"Over time, the market will capitalize improved livability into observable value."

vs.

"There is a significant correlation between community attachment and economic growth." Place capital builds economic capital.

Organizational Indicators of Success

Formation of a neighborhood coalition capable of influencing the political decision





Establishing a leadership role in the community

Developing a larger and more diverse set of program members/participants



A collective vision for neighborhood change emerges when existing assets are leveraged and community members are empowered. For creative place-making to be successful, the people in a place contribute to and feel a sense of ownership over the process.

TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

PRINT PUBLIC

Print Public invites **resident artists** to create **place-based public art** that engages neighbors and enlivens the San Pablo Ave. corridor.

For the program starting in 2015, Print Public seeks guidance to:
1) **deeply root the work** of resident artists in the concerns and interests of the local community
2) present **public art creation as an opportunity** for neighbors to build community identity and engage in local political processes

kala ART INSTITUTE

Kala Art Institute, founded in 1974, helps artists sustain their creative work over time through its Artist-in- Residence and Fellowship Programs, and engages the community through exhibitions, public programs and education.

PRINT PUBLIC

Print Public was conceived as **a collaboration between Kala and the University of Berkeley's Department of City & Regional Planning** as an arts-integrated approach to urban planning and community activation.

Print Public 2.0 | GOALS



Determine potential partners

Reach a diverse audience

Help promote a sense of place

Locate vacant sites

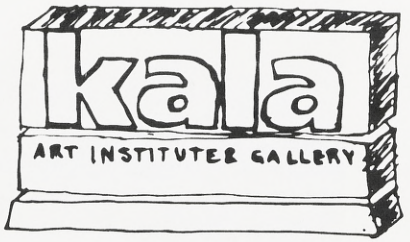


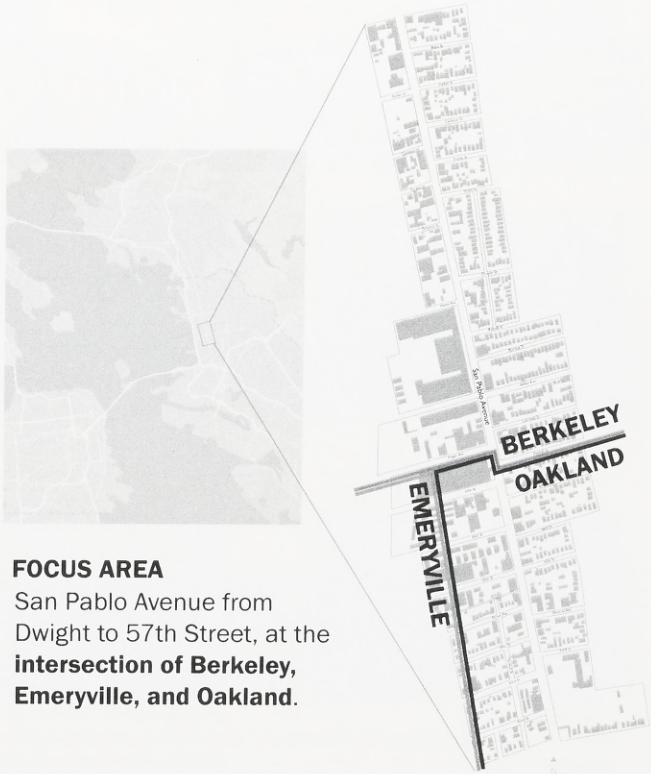
Measure project success

Strengthen neighborhood identity

APPROACH

We recommend that Print Public artists pursue **a tactical urbanist approach to creative placemaking** -- an agile approach to community building through small-scale, experimental projects and interventions.





FOCUS AREA
San Pablo Avenue from Dwight to 57th Street, at the **intersection of Berkeley, Emeryville, and Oakland**.

Team: Mark Duralde / Zach Foote / Youwon Hwang / May Bartlett
Instructors: Nicola Szibbo / Justin Kearnan / Sonia-Lynn Abenojar / Eric Anderson

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TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

What is Creative Placemaking?

Many creative placemaking projects are **larger scale, integrated development programs.**



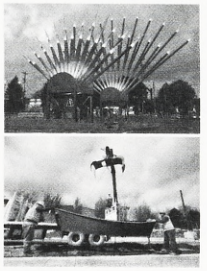
Irrigate,
Saint Paul, MN

Actions: Trained 600 artists in placemaking and collaboration, supported 120 placemaking projects along the Green Line during construction
Actors: Springboard for the Arts, Twin Cities Local Initiatives Support Corporation, City of Saint Paul
Outcomes: Not measured



Gordon Square Arts District,
Cleveland, OH

Actions: $30 million fundraised for renovation of two theaters and construction of a new theater; new streetscapes, signs, and parking
Actors: Cleveland Public Theatre, Near West Theatre, Detroit Shoreway Community Development Organization
Outcomes: 100,000 yearly arts events attendees, estimated more than 75 new businesses attracted



Trimet Public Art Program,
Portland, OR

Actions: $1.2 million from the recent Interstate MAX development's $350 million fund devoted to public art, formation of autonomous 'Arts Advisory Committee'
Actors: TriMet (Portland public transit)
Outcomes: After Trimet's first public art program in the mid 90s, the Federal Transit Administration began encouraging regional transit agencies to include artists in all projects

Print Public 1.0 | HIGHLIGHTS



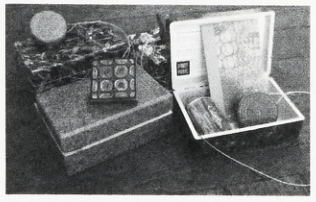
Communities' Crossing
Improvisational dancing and storytelling; interactive website examining 'Klinkerville' history.



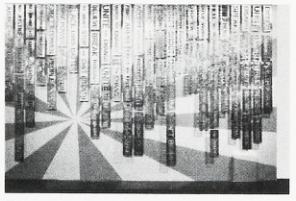
Advice from my 80-year-old self
Quotes from local residents displayed on murals.



Swan Songs
Art installation incorporating culturally diverse songs collected from community members.



Points of Interest
Print-based neighborhood scavenger hunt.



People Power
Political banners based on historical and personal narratives.



Well, Being
Group walk through a local garden focusing on mindfulness.



In the first two years of Print Public, **artists produced temporary, small-scale works and events.**

We believe Print Public could be better defined as a tactical urbanist arts program than a full-scale placemaking program.

Team: Mark Duralde / Zach Foote / Youwon Hwang / May Bartlett
Instructors: Nicola Szibbo / Justin Kearnan / Sonia-Lynn Abenojar / Eric Anderson

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TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

What is Tactical Urbanism?

"The **development of human settlements** has always included, if not required, **incremental and self-directed action** aimed towards increasing social capital, commercial opportunity, and urban livability. In many developing cities and countries, this remains the only way forward."

- Tactical Urbanism Guide









food trucks
pop-up town hall
mobile vendors
parklets
ad busting
temporary retail
guerilla crosswalks
chairbombing
pop-up cafes
play streets
pavement to plazas

Embracing a tactical urbanist approach to placemaking will **set Print Public apart from other public arts programs**, and encourage its artists to explore projects that **more directly experiment with the design of urban space**.

Tactical Urbanist Placemaking



Source: Tactical Urbanism Guide

Open Streets

Actions: Streets are temporarily closed to car traffic and devoted to bicyclists and pedestrians
Actors: City departments, politicians, advocates, nonprofits







Guerilla Gardening

Actions: residents garden on public or private land without permission
Actors: Activists, neighborhood advocates







Intersection Repair

Actions: intersections are painted to create informal gathering spaces -- neighbors often further enhance the intersections
Actors: Neighbors, community organizations, home owners associations







Parklets

Actions: Street parking spaces are converted into small parks/gathering spaces
Actors: Advocates, city departments, community organizations

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Historical Timeline

Pre-Columbian Era Indian Path



Ohlone Indians inhabited along San Francisco bay area from approximately 3000 years ago.

1700s Spanish Colonial Era



1775 Exploration by Juan Bautista de Anza, Spanish Colonial missionary. Creation of Contra Costa road.

1821 Mexico Independence



After Mexican Independence, it was the principal route for ranches throughout the East Bay.

1850 Birth of CA State



During the Gold rush, 1852 Contra Costa County improved general route, now known as 'the San Pablo Road'.

1927 Part of a Transcontinental Highway



It was designated as part of the first transcontinental highway, known as the Lincoln Highway, and later US Route 40.

1964 Clifornia Route 123

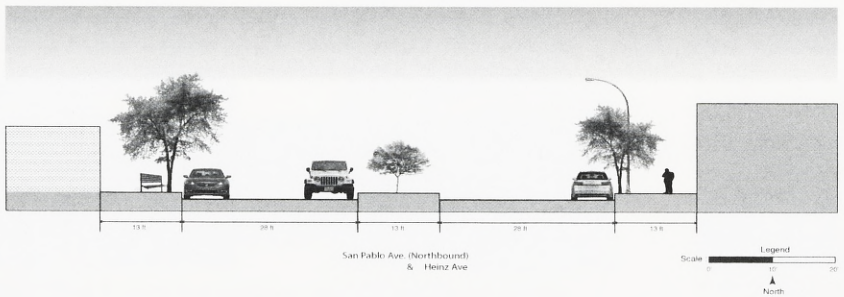


Officially named San Pablo Avenue for its entire length, major North–South state highway along the East Bay.

2005 Repaved by Caltrans



San Pablo Avenue was repaved and rehabilitated by Caltrans and transformed with trendy shops, restaurants and condos.



San Pablo Avenue has always been a **central traffic corridor**. As a result, there are few communal gathering places for residents in the surrounding area.

In recent years there has been a shift to **higher priced rental housing developments**, presenting both a challenge and an opportunity to **connect new and old communities**.

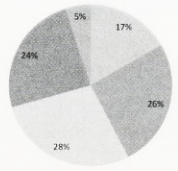
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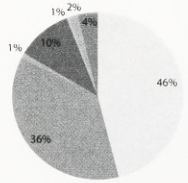
TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

Community Snapshot (data from 4 Census Tracts)

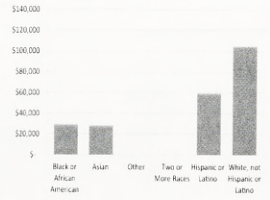
Census Tract A (4233)



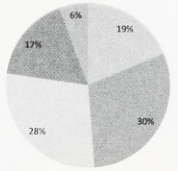




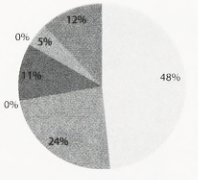




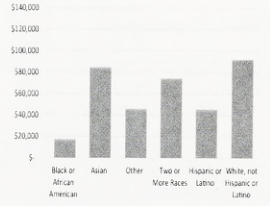
Census Tract B (4220)



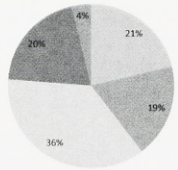




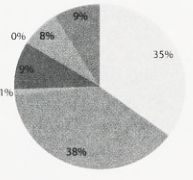




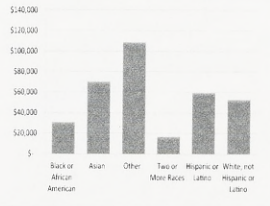
Census Tract C (4240.02)



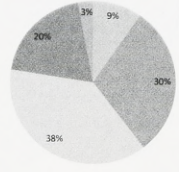


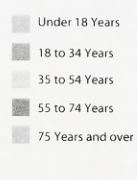


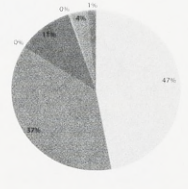




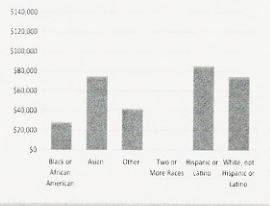
Census Tract D (4008)













Census tracts A and D, which have seen more development in recent years, have **less racial and income diversity** than census tracts B and C.

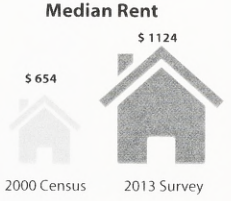
Team: Mark Duralde / Zach Foote / Youwon Hwang / May Bartlett
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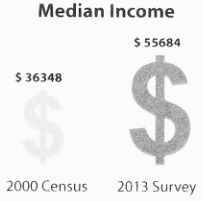
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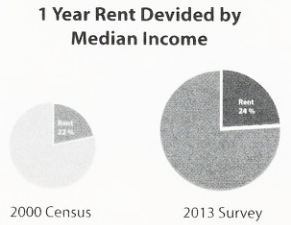
TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

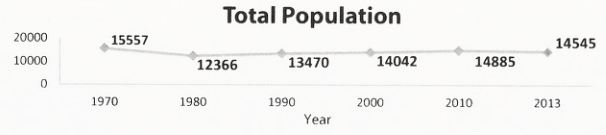
A Shifting Community

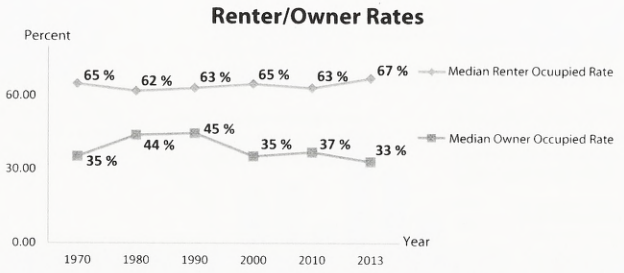














Rental prices and median income in the area have increased significantly in the last decade.

While total population and renter rates have remained relatively level, **rent as a percentage of income has not increased** substantially.

This suggests that **lower income renters have moved away from the area as wealthier renters have moved in.**

Future Development

New developments like The Higby will likely cause a **shift away from family households**, which currently account for 66% of households in the area.

The Higby
98 unit mixed-use housing development
SE Corner of San Pablo and Ashby
80% of units are 1-2 bedroom
20% of units are 3 bedroom

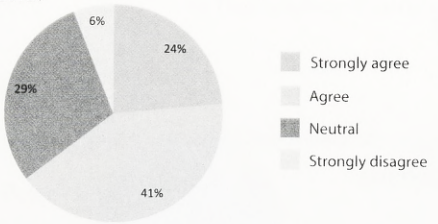
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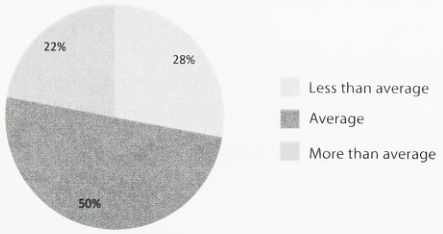
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A Word From the Community

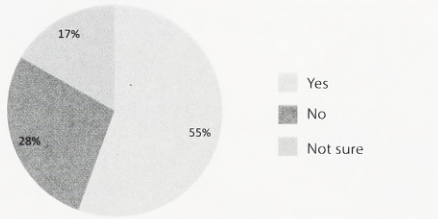
I have opinions regarding my neighborhood that aren't being heard:



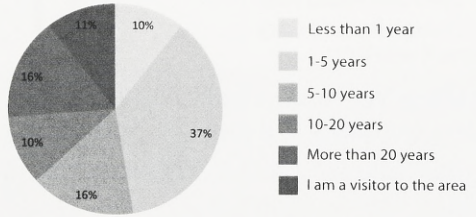
I feel that I interact with my neighbors:



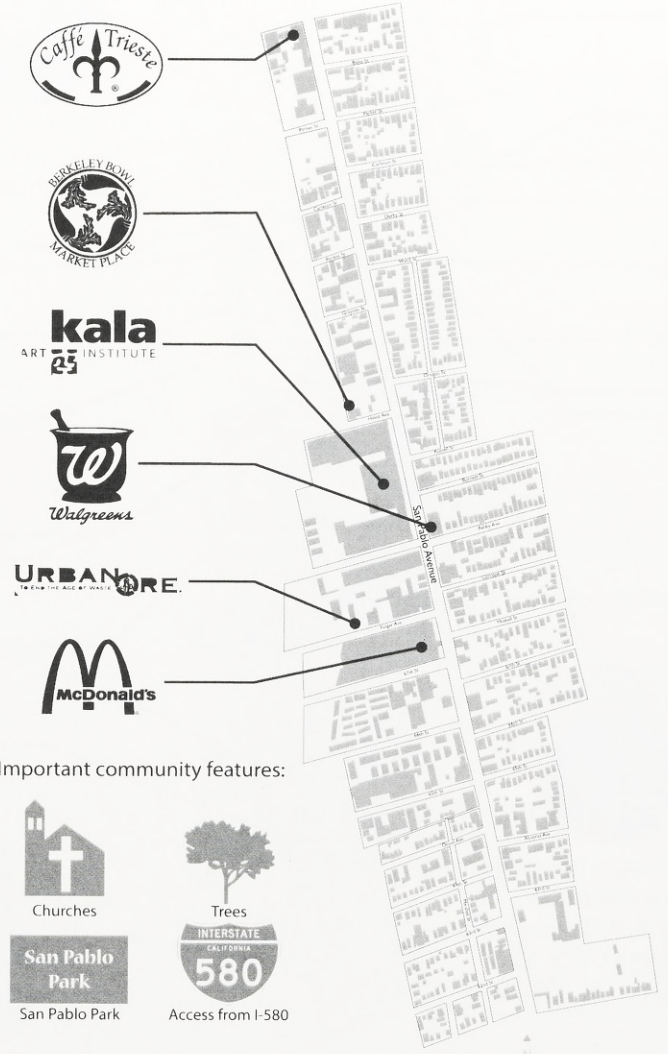
I feel that I know my neighbors:



I have been a resident of this area for:



The most important amenities in the area to me are:

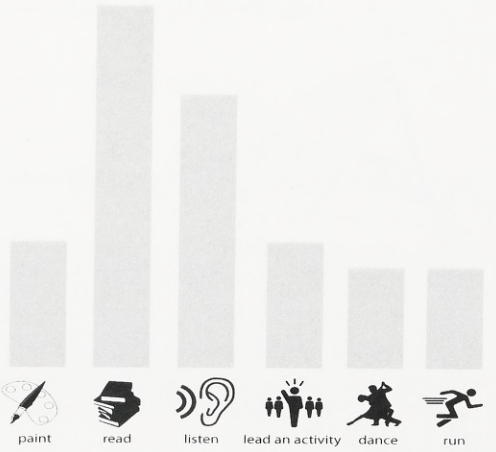


Important community features:

I hope people visiting this neighborhood for the first time will notice the:



I would enjoy doing the following activity:



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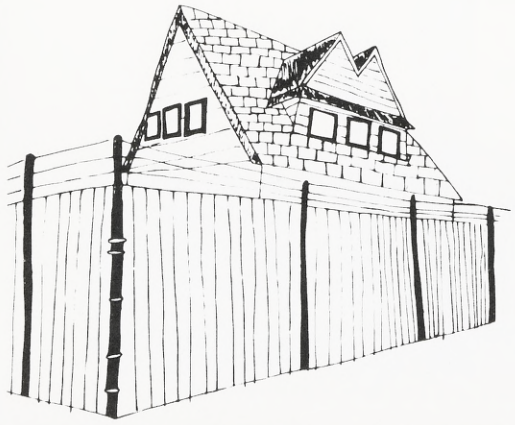
Opportunity Sites



Commercial Repair Garage
2720 San Pablo Ave
Owner: Charlie Group LLC



Vacant Apartment Land
2748 San Pablo Ave
Owner: Satellite AHA





Single Family Residential
2820 San Pablo Ave
Owner: Kelly James P
& Rosaleen C TRS





Office Building
2727 San Pablo Ave
Owner: Thomas Clemme



1st Floor Store with Apartments
2735 San Pablo Ave
Owner: McGee Roberts D & Lois J TRS



Vacant Commercial Land
2825 San Pablo Ave
Owner: Breen Dennis Jr



Parking Lot
2840 San Pablo Ave
Owner: Ireland Gary

Transforming vacant lots into vibrant community sites will give people a place to gather and lead to a stronger pedestrian presence on the street.

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Instructors: Nicola Szibbo / Justin Kearnan / Sonia-Lynn Abenojar / Eric Anderson

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TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

Previous Partners

- The Ecology Center
- Urban Adamah
- Bob's Machining Co.
- Signarama-Berkeley
- Meyer Sound
- Flooring Alternatives
- Actual Café
- PLACE

Partner Types
- Business
- Non-Profit
- Other





Potential Partners

- The Sierra Club
- Ecohome Improvement
- Dave's Records
- True Love Tattoos
- Tippett Studio
- Golden West Sign Arts
- Mercurio Brother's Printing
- Looking Glass Photo and Camera
- Sun Light and Power
- Planting Justice
- Aspire Berkeley Maynard Academy

Offsite Partners

- Destiny Arts Center
- The Emeryville Historical Society
- Love Our Neighborhood Day
- SPAGGIA
- Golden Gate Library
- Berkeley Adult Day Health Center

Whether it's a business, nonprofit, or arts organization, each one has a unique clientele that can be reached through tactical urbanist placemaking projects.

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TACTICAL PLACEMAKING A GUIDE TO SAN PABLO AVENUE FOR ARTISTS

Framework for Tactical Placemaking



URBAN DESIGN

- Does the project alter the experience of urban space?
- Could the project slow traffic and/or attract pedestrians?
- Can the project include residential areas?

NEIGHBORHOOD IDENTITY

- Is the project specific to the San Pablo Ave area?
- Does the project address local history, culture, and political issues?
- Does the project appeal to the community's diverse members?

SUSTAINABILITY

- Does the project promote economic, environmental, and social sustainability?
- Can the project create a venue for conversation about community issues?
- Can the project establish a precedent for future autonomous projects?

COMMUNITY PARTICIPATION

- Are artists familiar with and/or from the community?
- Is the project participatory, rather than for passive consumption?
- Does the project involve partner organizations in the community?

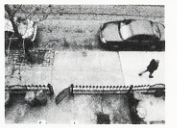
How might this look?

Yard Tour

Walking tour of area homes and businesses displaying Print Public artwork.

- 'Reclaimed Setbacks' -- use lawn space for installations and gardening
- Increase interactions and give residents the power to create a sense of place





Rotating "Print Public Plaza"

Artists design a temporary, 'mobile' plaza to activate various vacant sites.

- Bring life to dead space by giving residents a place to interact
- Gauge demographics and participation site-by-site for Print Public 3.0

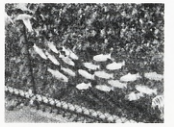




Under Construction

Fences around construction sites used as canvas space.

- Calm traffic on San Pablo Avenue
- Create relationships with developers
- Soften hardscape and build neighborhood identity

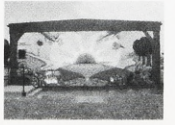
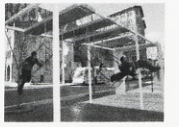




Bring Art to Schools

Introduce over 500 local children to art.

- Allow a diverse group of students to creatively express themselves
- Cover graffitied walls
- Beautify space near busy bus stops


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Evaluating Success

What to measure:

- Number of Kala **newsletter** signups
- Website **hits**
- Number of **news and social media** posts

- Number of **people** in attendance
- Determine **peak hours**
- **User behavior** and duration (how many people are participating vs. observing, passing through vs. stopping)

- Differences in **reception** – conduct similar projects in multiple areas
- **Demographic** info from attendees

- Number of business **partners**
- Increased **revenue** for businesses
- Number of **jobs** created



How to measure:

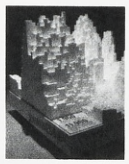
Intercept Surveys | Participant Counts | Web Analytics | Video Recording | Art that Represents or Gathers Data

How might this look?

"Cities by Numbers" at Venice Biennale Art Exhibition

- Approaching city/community data through art
- Visually represented population densities through tower sculptures
- Potential to gather input and data through art exhibits





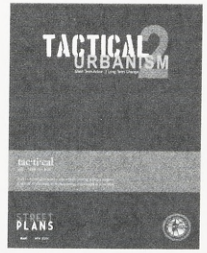
Using a Unique Instagram for Print Public:

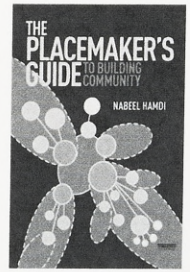
- Promote user hashtags (**#PrintRepublic**, #SanPabloAve...)
- Display tagged **feed on video wall** in Kala Art Institue
- Interact directly, quickly **guage response**

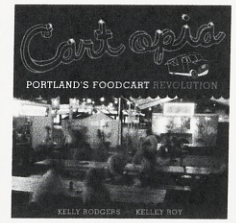
3000 Twitter followers for Kala
Average engagement per post = 1

650 Instagram followers for Kala
Average engagement per post = 20

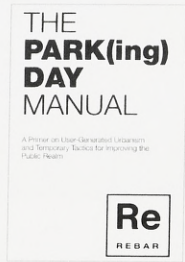
Tactical Urbanism Resources











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Instructors: Nicola Szibbo / Justin Kearnan / Sonia-Lynn Abenojar / Eric Anderson

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REVEALING RESILIENCE IN OAKLAND

Overview

What is resilience?

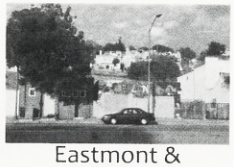
individuals communities businesses systems + chronic stresses acute shocks = survive adapt grow

Where do we find it?


Golden Gate


Chinatown

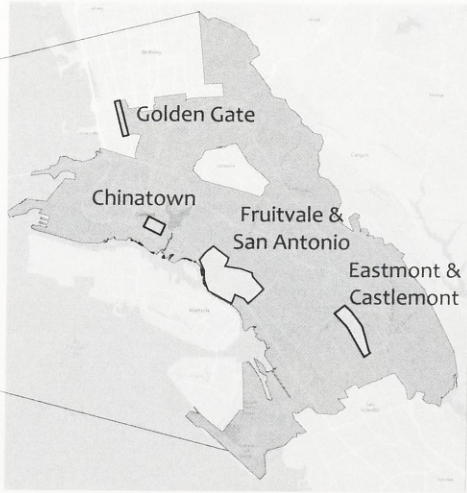

Fruitvale & San Antonio


Eastmont & Castlemont

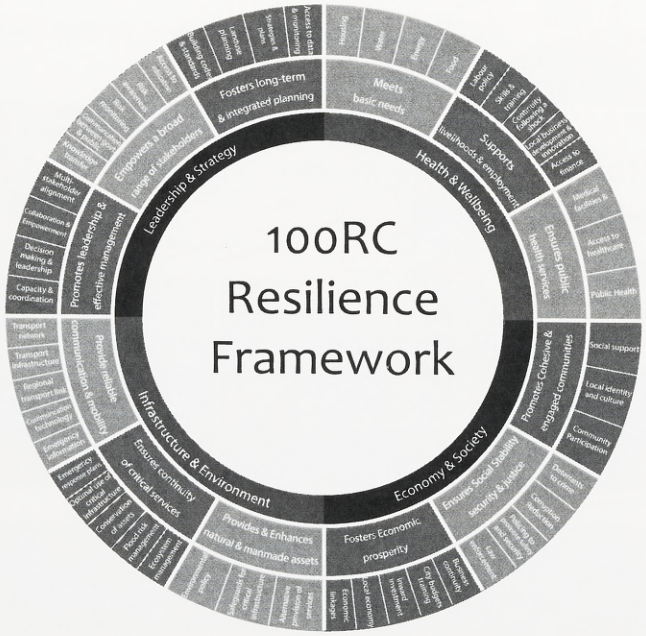
Bay Area: City of Oakland



Focus Neighborhoods



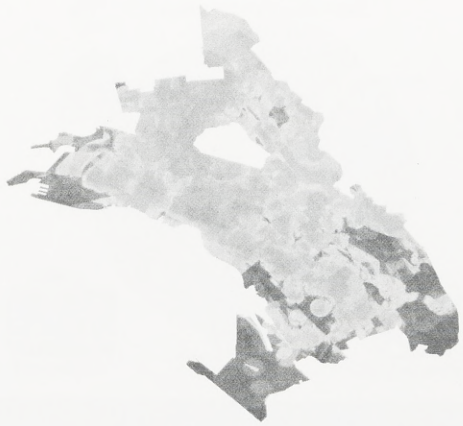
100 Resilient Cities Approach



Urban Analysis + Existing Community Programs + Interviews & surveys = Resilience Analysis

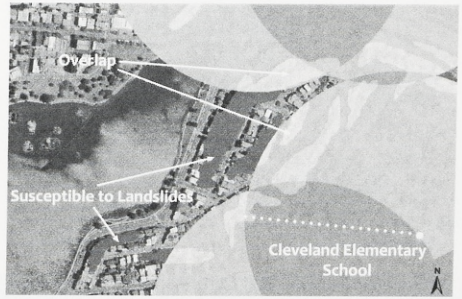
Resilience Mapping Approach

Resilience Analysis Composite Map



1. Find proxies
2. Locate data sets
3. Plot on map
4. Weight factors
5. Combine

=



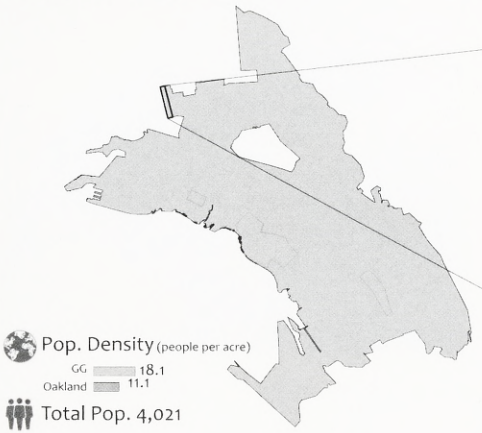
Vulnerable — Resilient

[IN]CITY 2015 | Max Arnell, Caytie Campbell-Orrock, Veronica Fink, Varand Onany

Client: Danielle Mieler, City of Oakland | Instructors: Nicola Szibbo, Eric Anderson, Sonia-Lynn Abenojar, Justin Kearnan

REVEALING RESILIENCE IN OAKLAND

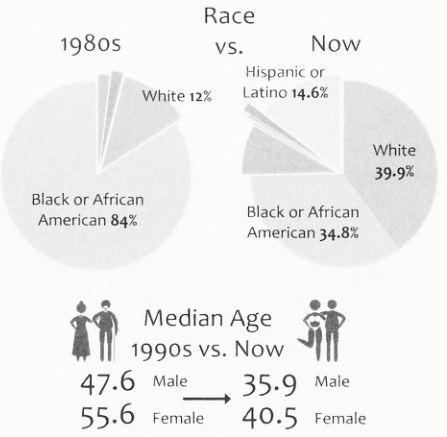
Golden Gate



Land Use



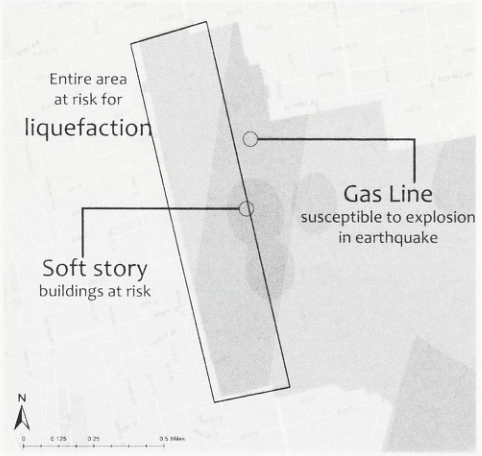
Who lives here?



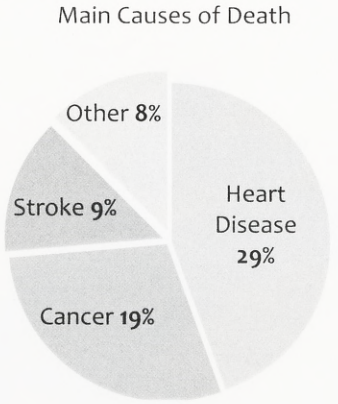
How's the economy?



Environmental Factors



Health Concerns



Community

16.2% Households under poverty line

Employment

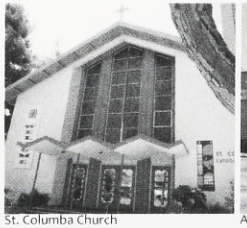
12.3% Unemployment rate

78% Workforce aged 30+ years of age


Golden Gate Recreation Center

Character


Typical street view


St. Columba Church


Actual Cafe

A neighborhood characterized by **transition** is currently following that pattern by moving towards a younger, wealthier demographic. The area has the **potential** for economic development, however the current state of **neglect** is hindering developer interest.

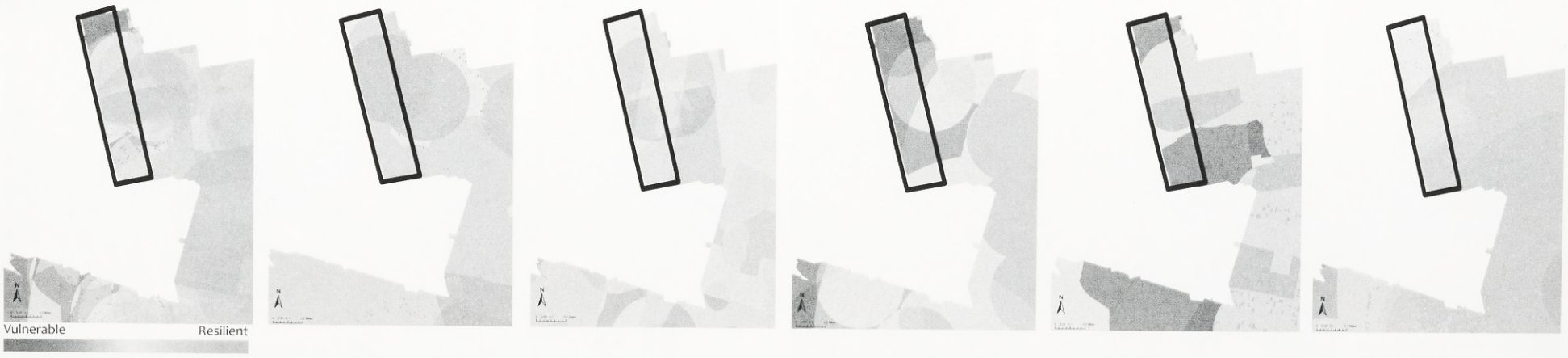
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REVEALING RESILIENCE IN OAKLAND | Golden Gate

Resilience Mapping Approach

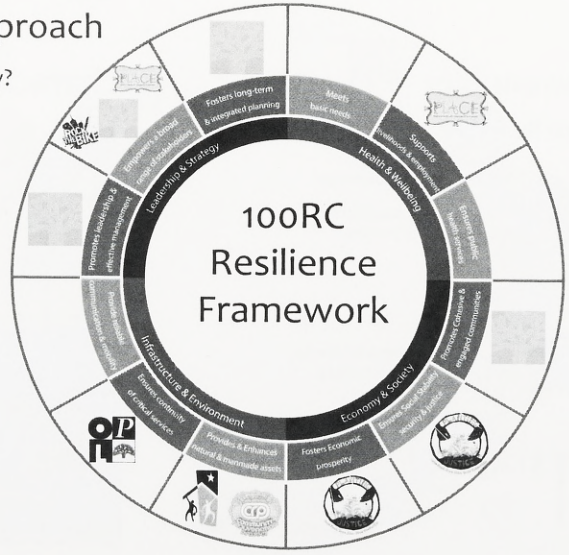
Overall Resilience | Infrastructure | Environment | Health | Housing | Community



100RC Framework Approach

Who's building resilience already?

- Golden Gate Community Assoc. (formerly SPAGGIA)
- Rebuilding Together Oakland
- Planting Justice
- People Linking Art, Community, and Ecology
- Rock the Bike
- Community Rejuvination Project
- Oakland Public Library (Golden Gate Branch)

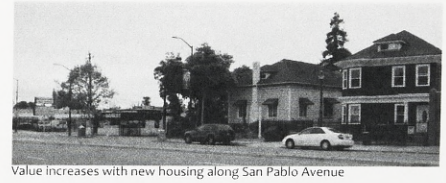


Survey & Interview Results

What does the community say are top priority?

Crime — Many residents express strong concern about burglary and theft in the area.

Affordable housing — Resident says house value change from **$60,000 to $600,000 in 30 years**



Value increases with new housing along San Pablo Avenue

Perceived areas for improvement

Employment | Public space | Critical services

Perceived areas of strength

Leadership | Social stability

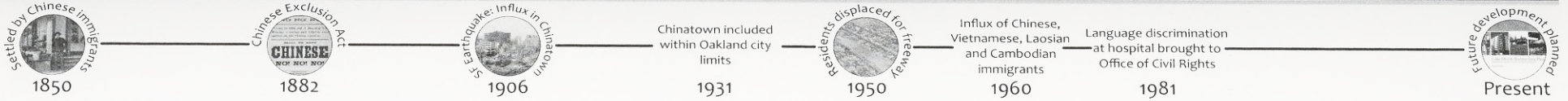
Despite the entire neighborhood being located in a high liquefaction zone, the residents are more concerned about **burglary** and **affordable housing**, suggesting their focus is on **chonic stresses** rather than future acute shocks.

[IN]CITY 2015 | Max Arnell, Caytie Campbell-Orrock, Veronica Fink, Varand Onany

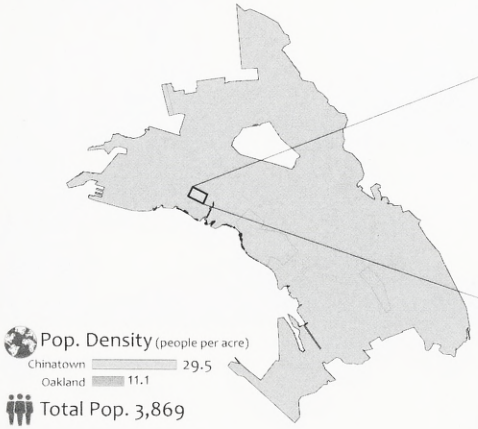
Client: Danielle Mieler, City of Oakland | Instructors: Nicola Szibbo, Eric Anderson, Sonia-Lynn Abenojar, Justin Kearnan

REVEALING RESILIENCE IN OAKLAND

Chinatown



Chinatown

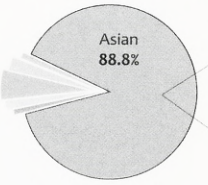


Land Use

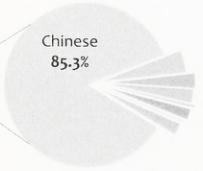


Who lives here?

Race



Asian Population



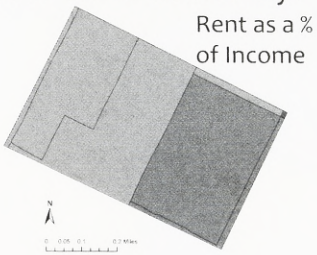
Median Age

55.7 Male

56.4 Female

How's the economy?

Rent as a % of Income

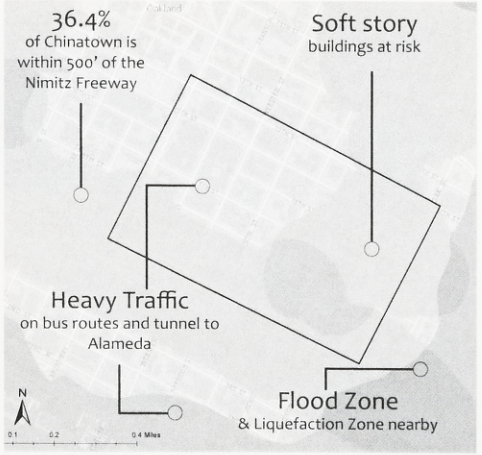


- <11%
- 11-20%
- 20-31%
- 31-40%
- 40-50%

17.3% Households under poverty line

18.7% Owner-occupied properties

Environmental Factors



Health Concerns

Air Quality

Traffic Density 72nd percentile ⟷ Asthma 100th percentile



Community

Local Business

Chinatown accomodates 20,000 shoppers & tourists each weekend.

Employment

10% Unemployment for Asian residents

$12.50
$9
Recent minimum wage hike closes many Chinatown businesses

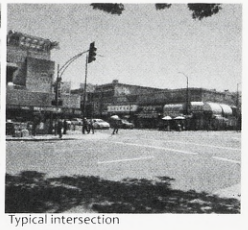
Character



Typical storefronts with residences above



Storefronts showcase their produce



Typical intersection

Located in Downtown Oakland, Chinatown is a target for future development. In light of this, the existing community and **culture** of the area needs to be considered and respected moving forward. The main concerns of its current residents are **language barriers** and **air quality** concerns.

[IN]CITY 2015 | Max Arnell, Caytie Campbell-Orrock, Veronica Fink, Varand Onany

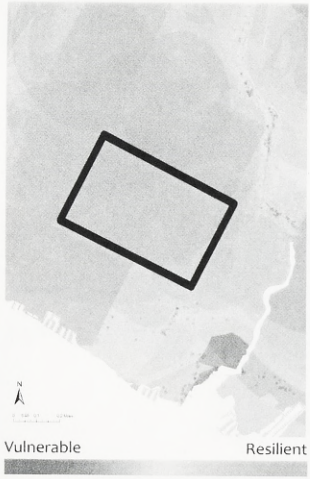
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REVEALING RESILIENCE IN OAKLAND

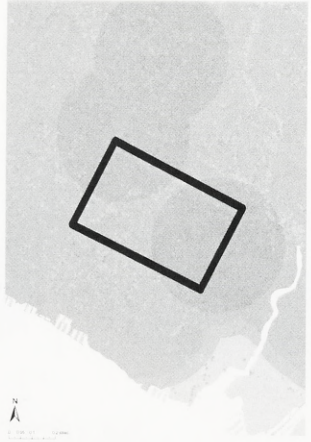
Chinatown

Resilience Mapping Approach

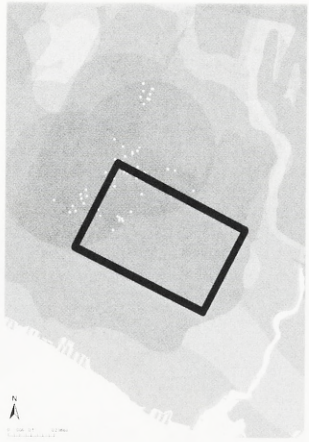
Overall Resilience



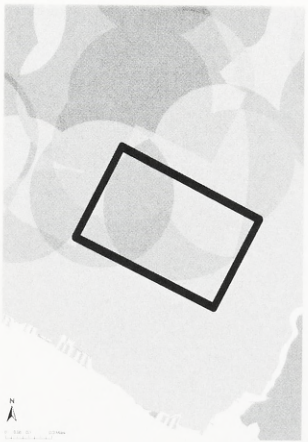
Infrastructure



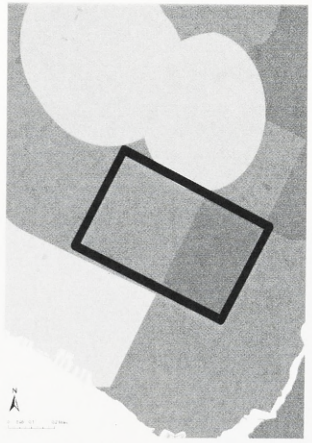
Environment



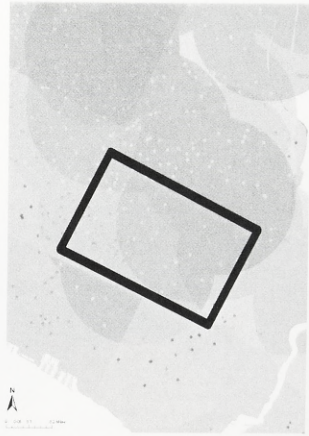
Health



Housing



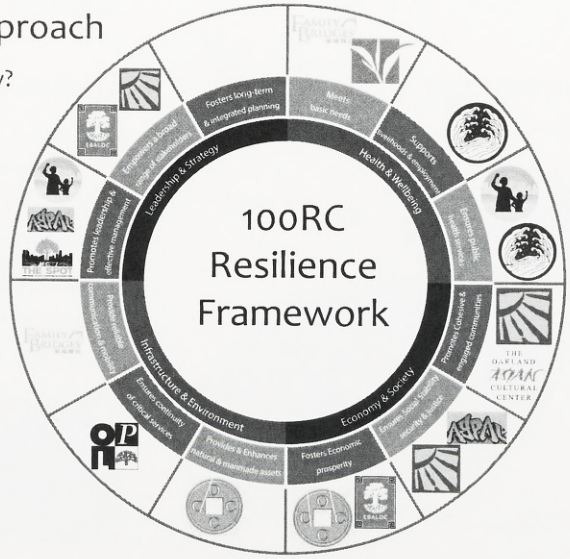
Community



100RC Framework Approach

Who's building resilience already?

- East Bay Asian Local Development Corporation
- Oakland Chinatown Chamber of Commerce
- AYPAL
- Asian Pacific Environmental Network
- The Spot
- Family Bridges
- East Bay Asian Youth Center
- Oakland Public Library (Asian Branch)



Survey & Interview Results

What does the community say are top priority?

Public Health

Asian Health Services required to work at capacity to cater to Asian/Pacific Islander community

Pedestrian Safety

One of the only areas of Oakland with a sidewalk "scramble," yet it is still unsafe for pedestrians



Oakland Asian Cultural Center

Perceived areas for improvement

- Range of stakeholders
- Leadership
- Social stability

Perceived areas of strength

- Public space
- Cohesive community

The variety of **small, unique businesses** is what keeps the fabric of the community together, and they are in need of **economic support** at a neighborhood and city scale. The area also has a **critical need for housing** in order to support current residents and create economic growth.

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REVEALING RESILIENCE IN OAKLAND

Fruitvale & San Antonio



1880



1906

Community predominantly Hispanic or Latino
1955



1959

Creation of Unity Council
1968

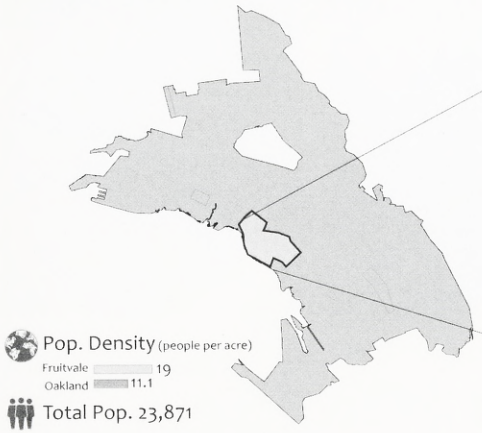


1970

Montgomery Ward (employment anchor) closes its warehouse
1982

Social unrest and riots due to police brutality
Present

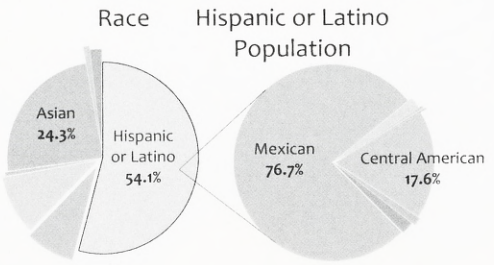
Fruitvale & San Antonio



Land Use

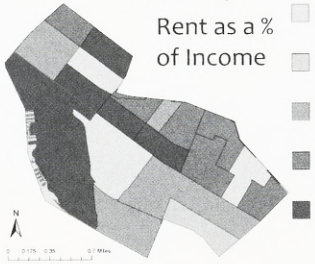


Who lives here?



Median Age
31.3 Male
31.8 Female

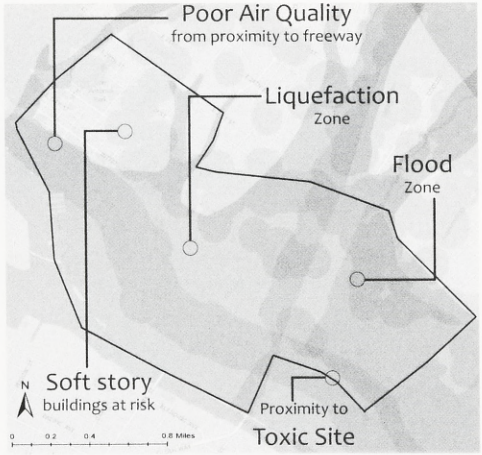
How's the economy?



38.7% Households under poverty line

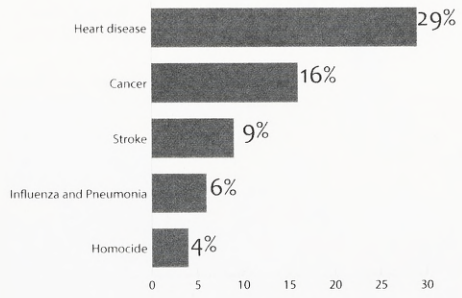
30.7% Owner-occupied properties

Environmental Factors



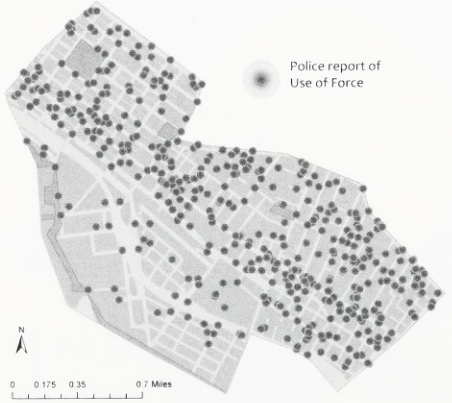
Health Concerns

Leading Causes of Death



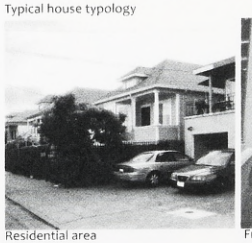
Community

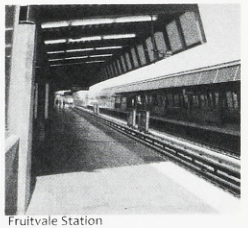
Violence



Character


Typical house typology


Residential area


Fruitvale Station

Fruitvale is located at a concentration of **environmental threats**, however vulnerability is often focused on language barriers, police relations, and economic hardship. The **transit-oriented** Fruitvale Village was designed to combat this vulnerability, but has yet to reach its **potential**.

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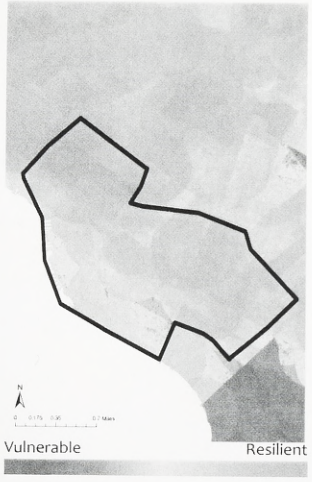
Client: Danielle Mieler, City of Oakland | Instructors: Nicola Szibbo, Eric Anderson, Sonia-Lynn Abenojar, Justin Kearnan

REVEALING RESILIENCE IN OAKLAND

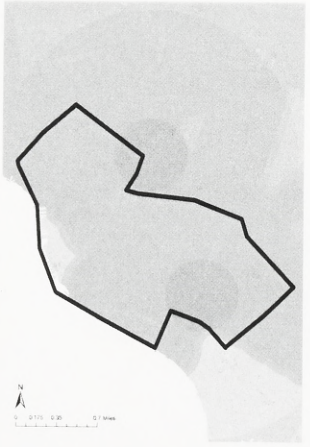
Fruitvale & San Antonio

Resilience Mapping Approach

Overall Resilience



Infrastructure



Environment



Health



Housing



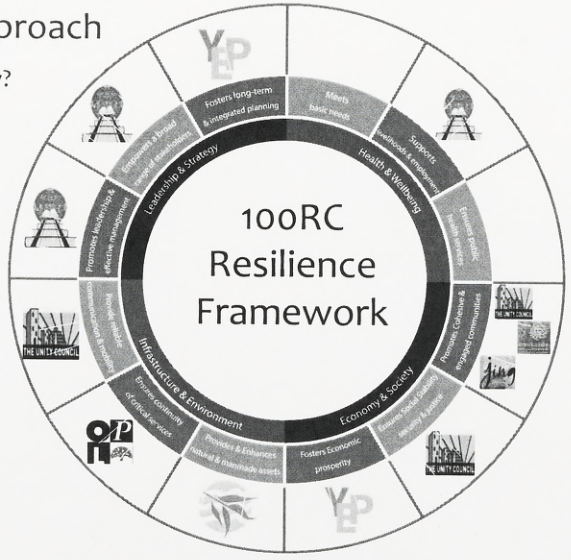
Community



100RC Framework Approach

Who's building resilience already?

- Jingletown Arts & Business Community
- Spanish Speaking Citizens Foundation
- Eastside Arts Alliance
- Youth Employment Program
- The Unity Council
- East Bay Asian Youth Center
- Oakland Public Library (César E. Chávez Branch)



Survey & Interview Results

What does the community say are top priority?

Violence

2009 shooting of Oscar Grant III by a Bay Area Rapid Transit police officer

Education

ARISE School and library acts as a hub for community



Oakland Public Library & ARISE

Perceived areas for improvement

- Range of stakeholders
- Leadership
- Social stability

Perceived areas of strength

- Cohesive community
- Fosters economic growth

Fruitvale has a long history of community groups playing a significant role in **development**, **employment**, and **language services**. However, most of the organizations focus on specific communities rather than community health of **Fruitvale as a whole**.

[IN]CITY 2015 | Max Arnell, Caytie Campbell-Orrock, Veronica Fink, Varand Onany

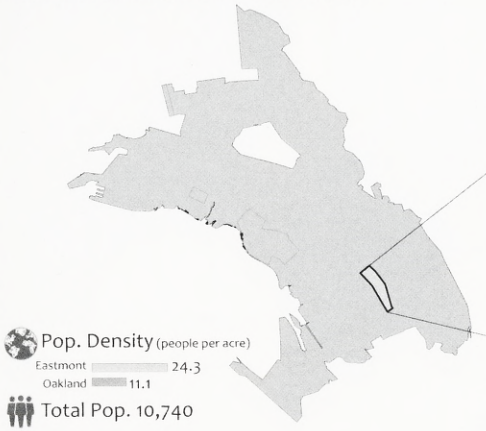
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REVEALING RESILIENCE IN OAKLAND

Eastmont & Castlemont

- **1898** — Train line from Oakland to San Leandro opened
- **1906** — S.F. Earthquake: Population growth
- **1916** — Chevrolet Motors brings workers
- **1934** — FHA Redlining Map
- **1959** — Nimitz Freeway constructed
- **1963** — Chevrolet closes: Eastmont Mall built
- **1970** — Castlemont Safeway becomes vacant
- **1982** — Crack coaine epidemic
- **2005** — Youth Uprising opens
- **2011** — Castlemont named by Youth Uprising
- **Present** — Education initiatives take off

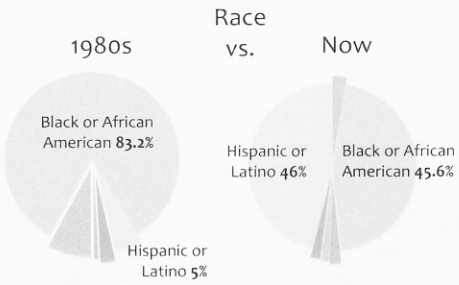
Eastmont & Castlemont



Land Use



Who lives here?



Median Age
29.7 Male
33.2 Female

How's the economy?

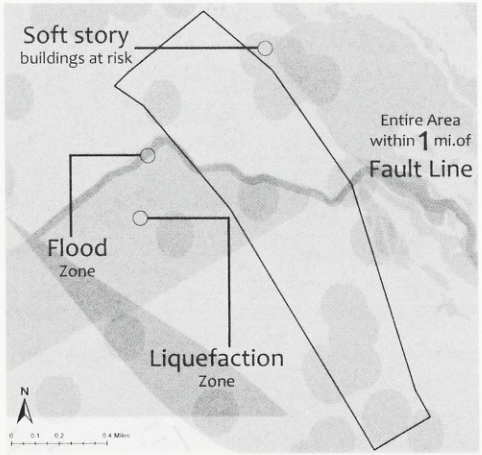


26% Households under poverty line

27.9% Unemployment

30% Owner-occupied properties

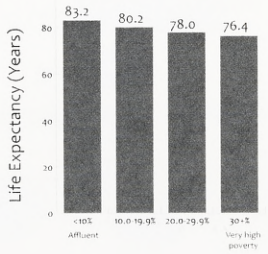
Environmental Factors



Health Concerns

Life expectancy for someone living in East Oakland is **10 years shorter** when compared to someone living just 1.3 miles away in the Oakland Hills

Life Expectancy by Neighborhood Poverty Level



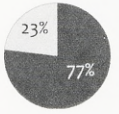
Community

Education

Castlemont High had a **graduation rate of** 32% in 2005

Violence and Crime

Homicide is the leading cause of death for youth

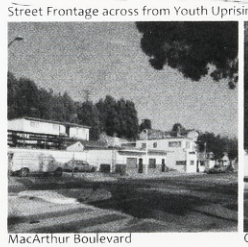


In 2010 over **1 in 5** of Oakland's homicides occured in or adjacent to the Castlemont / Eastmont neighborhoods

Character



Street Frontage across from Youth Uprising



MacArthur Boulevard



Oakland grafitti in Castlemont

Eastmont and Castlemont have gone through a **tough history** of economic decline, disinvestment, poverty, and political exclusion. This has had ongoing implications for this community, specifically the large **youth** population, clear in the high violence and low education rates. Future resilience work must focus on this demographic.

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REVEALING RESILIENCE IN OAKLAND

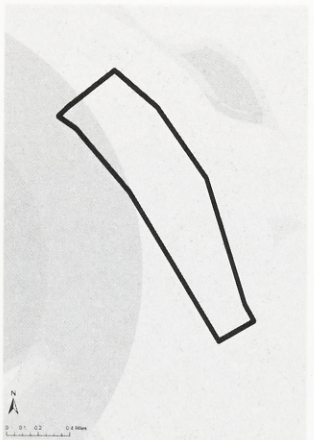
Eastmont & Castlemont

Resilience Mapping Approach

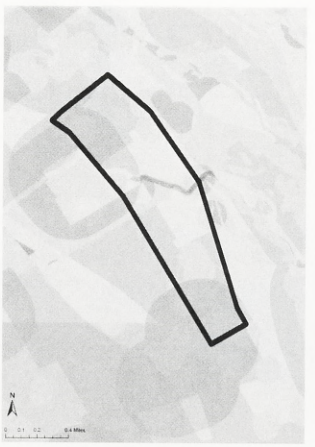
Overall Resilience



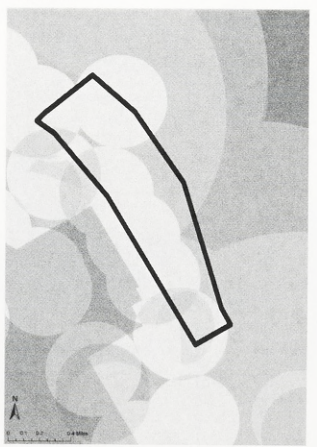
Infrastructure



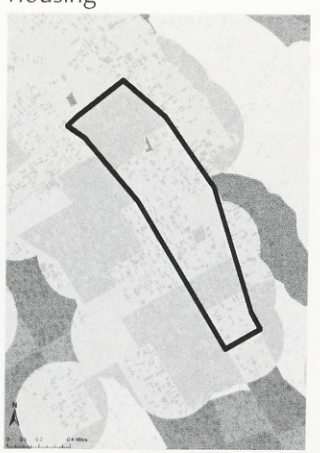
Environment



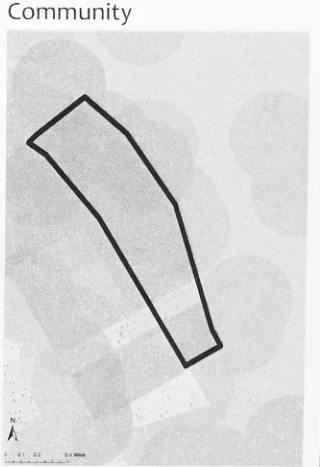
Health



Housing



Community

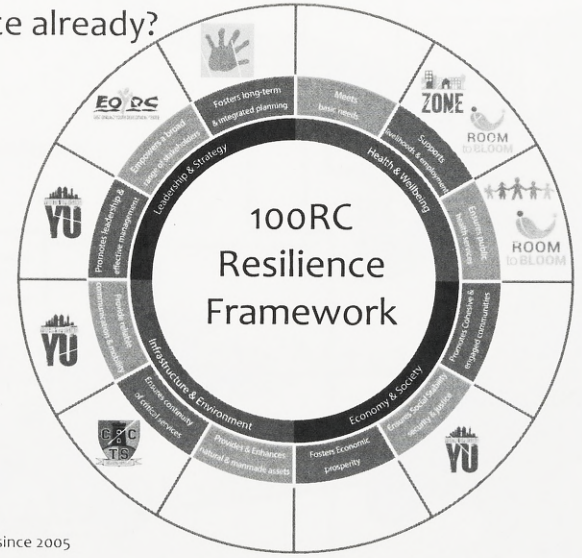


Who's building resilience already?

- East Oakland Youth Development Center
- Children's Hospital Oakland
- Castlemont Community Transformation Schools
- Room to Bloom
- First 5 Alameda County
- Best Babies Zone
- Youth Uprising



Served more than **14,000** unduplicated people since 2005



Survey & Interview Results

What does the community say are top priority?

Violence — **86%** of the youth in the area have had contact with the criminal justice system

Education — **32%** high school graduation rate in 2005


Castlemont High School

Perceived areas for improvement

Employment

Social stability

Inequality

Perceived areas of strength

Public space

Critical services

The residents of Eastmont and Castlemont are re-knitting the fabric of the neighborhood through key community groups to create a **network** of empowerment and resilience. Groups have a heavy focus on social and economic resilience, and therefore **environmental maintenance** and **emergency management** are not addressed.

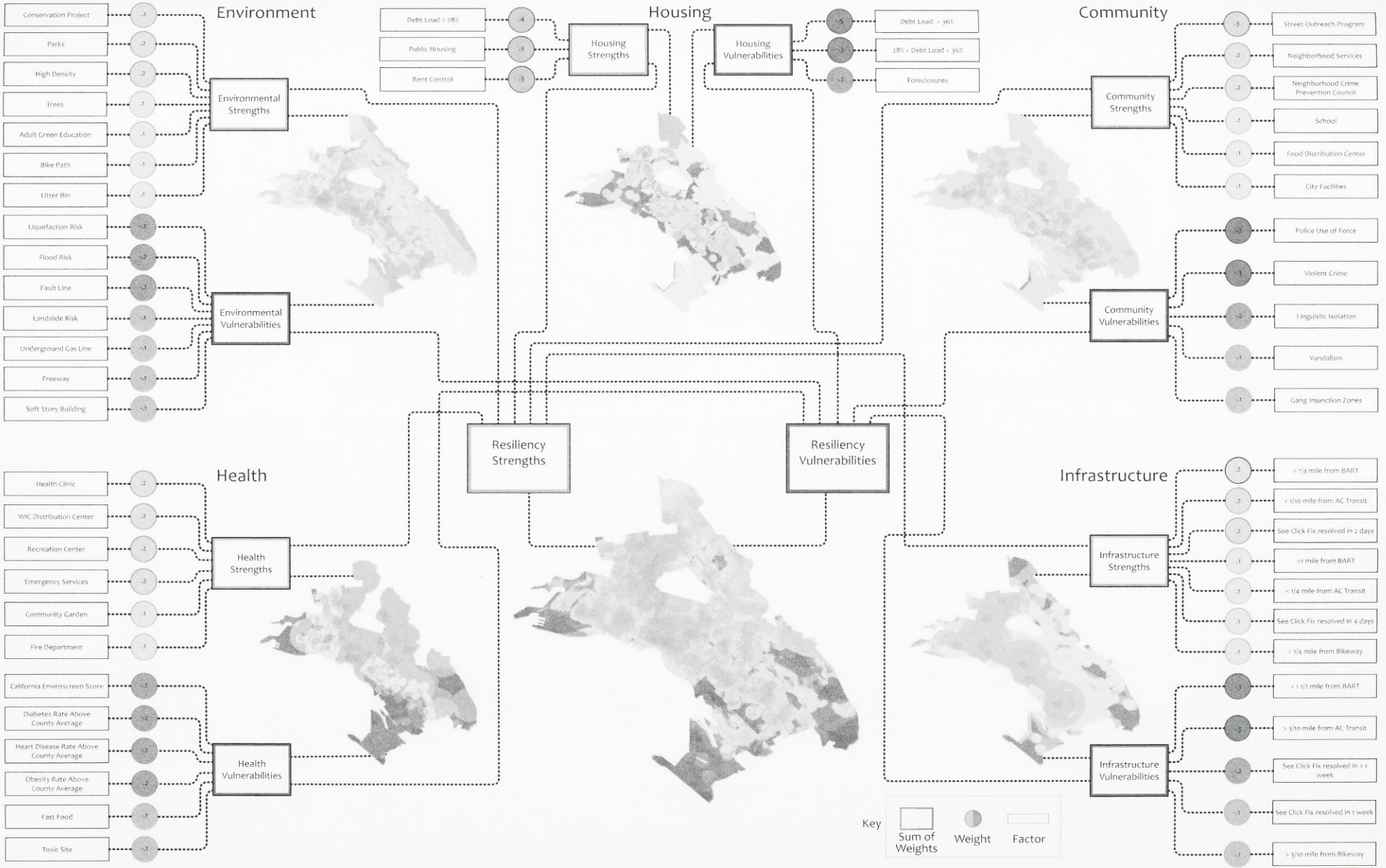
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REVEALING RESILIENCE IN OAKLAND

Methodology

Resilience Mapping Approach Factor Tree

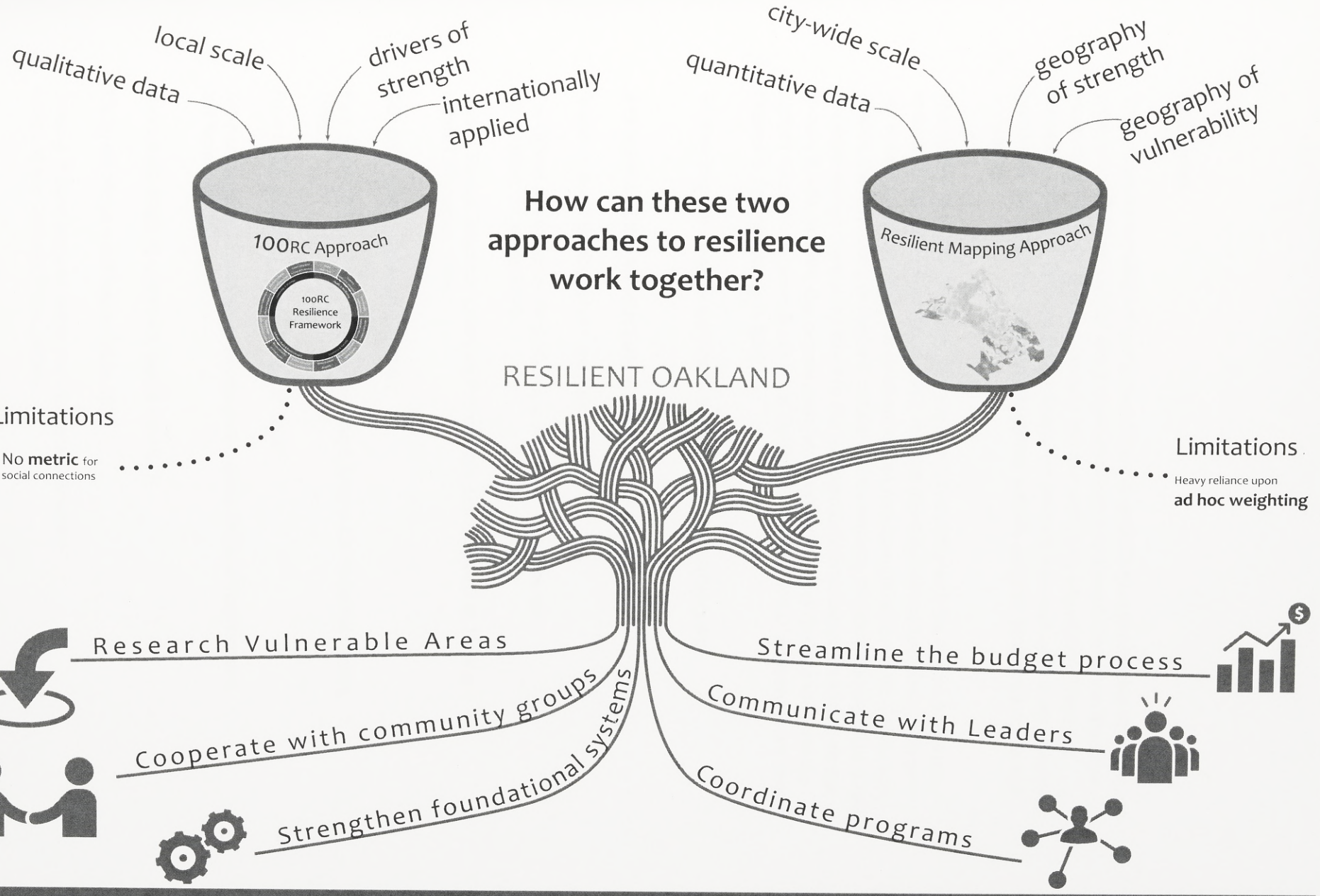


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REVEALING RESILIENCE IN OAKLAND

Recommendations



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Resources

These titles are jumping-off points for further research. The knowledgeable librarians and archivists at Oakland Public Library's Oakland History Room and the African American Museum & Library at Oakland can help you find additional information. These two treasured resources, both located in downtown Oakland, have vast collections of archival primary source materials, including newspaper articles, journals, photos, postcards and scrapbooks.

The Golden Gate Branch Library has a special relationship with the African American Museum & Library at Oakland. In 1982, the East Bay Negro Historical Society, a citizen-led initiative, was invited to establish an African American collection in the Golden Gate Branch, the first library in Oakland to have a predominantly African American focus. Later, the organization changed its name to the Northern California Center for Afro-American History & Life. In 1994, this organization joined with the City of Oakland to create the African American Museum & Library at Oakland (AAMLO). AAMLO reopened in the former Charles S. Greene Library in 2002.

To learn more or make an appointment, visit www.oaklandlibrary.org.

AFRICAN AMERICAN MUSEUM & LIBRARY AT OAKLAND

Shades of North Oakland photo collection, 1999.

The Official Black Panther Party Historical Tour Guide, Huey Newton Foundation, circa late 2000s.

Visions Toward Tomorrow, Lawrence P. Crouchett, Lonnie Bunch III, Martha Kendall Winnacker, 1989.

GOLDEN GATE BRANCH LIBRARY

Early Emeryville Remembered: Historical Essays, Emeryville Historical Society, 1996.

From Labor to Reward, Martha C. Taylor, 2016.

Temescal Legacies: Narratives of Change from a North Oakland Neighborhood, Jeff Norman, 2006.

OAKLAND PUBLIC LIBRARY, MAIN BRANCH

Killing the Messenger, Thomas Peele, 2012.

Oakland Tribune archives, https://newspaperarchive.com/. Access at any Oakland Public Library.

Resources Continued

OAKLAND PUBLIC LIBRARY'S OAKLAND HISTORY ROOM

Emeryville Historical Society quarterly journals, 1990 – present.

Golden Gate Neighborhood clippings file.

Images of America: Emeryville, Emeryville Historical Society, 2005.

WEBSITES

East Bay Yesterday, A podcast series by local historian Liam O'Donoghue, covering many underrecognized local heroes, https://eastbayyesterday.com/.

Emeryville Historical Society, the group's online presence includes some articles from their journals, https://emeryvillehistorical.org/.

Oakland Heritage Alliance, a non-profit that connects Oakland's past to its present and future through walking tours and a newsletter, http://oaklandheritage.org/.

Oakland wiki, A crowd-sourced pool of knowledge started in 2012 about many of Oakland's people, places and events, https://localwiki.org/oakland/.

COMMONS ARCHIVE

GOLDEN GATE LIBRARY LOCAL COLLECTION

SERIES 1

A Renovator's History

Blacks in Oakland: 1852 - 1987

Community Profile: Golden Gate Neighborhood

Golden Gate Conversations

Golden Gate Neighborhood Conditions

Golden Gate Walking Tour

I Must Not Forget

On Becoming A Historic Resident

Thanks

This local collection series is born from the wisdom and work of many Oakland local historians, neighbors, librarians, researchers, thinkers, creatives and writers. I am deeply grateful for their generosity in sharing their knowledge and expertise. And to you, readers and researchers, the potency of this collection lives on through your curiosity.

History is never finished: you can continue to reveal the complexity of the story of this place by sharing your thoughts and experiences on the Commons Archive cards.

Design & Layout: Kris Harzinski & Tina Wolfe
Editing & Proofing: Daniela Blei

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kala ART INSTITUTE

Kala Art Institute's mission is to help artists sustain their creative work over time through its Artist-in-Residence and Fellowship Programs, and to engage the community through exhibitions, public programs, and education.

PRINT PUBLIC

Kala Art Institute's Print Public program, an arts-integrated approach to urban planning and community activation, was conceived in collaboration with the University of Berkeley's College of Environmental Design and its [IN] CITY program, UCB's Department of City & Regional Planning, and UC Transportation Center, with funding support from the Irvine Foundation and the National Endowment for the Arts Our Town program.

Oakland Public Library

Your Oakland Public Library empowers all people to explore, connect, and grow.

CITY OF OAKLAND • CULTURAL ARTS & MARKETING • CULTURAL FUNDING PROGRAM

This project is supported by the Oakland City Council and funded by the City of Oakland's Cultural Funding Program.

CREATIVEWORKFUND

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CALIFORNIA HUMANITIES
A STATE OF OPEN MIND

This project was made possible with support from California Humanities, a non-profit partner of the National Endowment for the Humanities. Visit www.calhum.org.

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CALIFORNIA ARTS COUNCIL

Advancing California through the arts and creativity.

About marksearch

Cultural researcher, literacy educator and artist Sue Mark, a long-time North Oakland neighbor, has a keen interest in over-looked stories. As part of the marksearch team, she designs ways for people to share their stories for empowerment and preservation. With conversation as her primary tool, she develops interactive projects that make space for social memory. Whether pushing a work cart designed as a mobile park or towing a traveling billboard by tandem bike, marksearch engages people to share personal histories that create lasting neighborhood narratives.

Since 2000, Sue has partnered with Bruce Douglas (her husband), an engineer and inventor with a passion for repurposing materials. Their practice as the marksearch team blends their diverse skills and shared life. From neighbor-led walking discussions to sidewalk conversations, commemorative plaques and murals recognizing the collective knowledge of many generations, their projects move beyond aesthetic experience. The marksearch team has implemented interdisciplinary projects with community groups, historians, urban planners and municipalities throughout Oakland and across the globe.

marksearch.org

Of 10 copies, this book is number 9

PHOTO KEY (IMAGES LEFT TO RIGHT)

LONG-TIME NEIGHBOR

Josephine Lee, founder & director of the Golden Gate Branch Library's Summer Jazz Concerts

2015

Photo by Matt Dibble

HISTORIC SITE

Oakland Public Library's Golden Gate Branch Library, a Carnegie endowed building constructed in 1918

2017

FARMERS' MARKET

Phat Beets Food Justice Market & CSA, Toveo Hill, market manager

2014

Photo by Pamela Palma

HISTORIC SITE

The Fratellanza Club, a still active neighborhood Italian social club founded in 1932 at 1140 66th Street

2014

NEIGHBORHOOD ACTIVISTS

Aztec dancers Gerardo Omar Marin & Ernesto Hernandez Olmos at PLACE for Sustainable Living's annual Creating Commons event

2014

HISTORIC SITE

Mural painted in 2011 by Luke McCabe on the neighborhood market, 59th Street & San Pablo Avenue

2016

HISTORIC SITE

Father Aidan McAleenan, pastor of St. Columba, a neighborhood church since the 1880s

2015

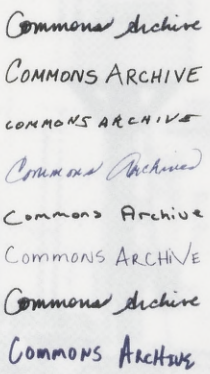
Photo by Matt Dibble

FARMERS' MARKET

Phat Beets Food Justice Market & CSA on Grace Street by Destiny Arts

2014

Photo by Pamela Palma



HISTORIC SITE

Klinkner Hall (1886–1942), the East Bay's largest gathering site at San Pablo Avenue & 59th Street

circa 1890

Courtesy Oakland Public Library's Oakland History Room

NEIGHBORHOOD SIGN

One of several Golden Gate welcome signs, this one at Stanford Avenue & San Pablo Avenue

2014

Photo by Gene Anderson

FARMERS' MARKET

Phat Beets Food Justice Market & CSA during Communities' Crossing, a series of neighborhood history events

2015

HISTORIC SITE

Archival image of one of many Klinknerville advertisements

circa 1885

Courtesy Emeryville Historical Society

NEIGHBORHOOD ACTIVISTS

Family photo of Eugene Lasartemay, one of the founders of the East Bay Negro Historical Society

1959

Photos by marksearch unless noted

PHOTO KEY (IMAGES LEFT TO RIGHT)

LONG-TIME NEIGHBOR Josephine Lee, founder & director of the Golden Gate Branch Library's Summer Jazz Concerts 2015 Photo by Matt Dibble	**HISTORIC SITE** Oakland Public Library's Golden Gate Branch Library, a Carnegie endowed building constructed in 1918 2017	**FARMERS' MARKET** Phat Beets Food Justice Market & CSA, Tovey Hill, market manager 2014 Photo by Pamela Palma	**HISTORIC SITE** The Fratellanza Club, a still active neighborhood Italian social club founded in 1932 at 1140 66th Street 2014	**NEIGHBORHOOD ACTIVISTS** Aztec dancers Gerardo Omar Marin & Ernesto Hernandez Olmos at PLACE for Sustainable Living's annual Creating Commons event 2014
HISTORIC SITE Mural painted in 2011 by Luke McCabe on the neighborhood market, 59th Street & San Pablo Avenue 2016	**HISTORIC SITE** Father Aidan McAleenan, pastor of St. Columba, a neighborhood church since the 1880s 2015 Photo by Matt Dibble	**FARMERS' MARKET** Phat Beets Food Justice Market & CSA on Grace Street by Destiny Arts 2014 Photo by Pamela Palma	Commons Archive Commons Archive Commons Archive Commons Archive	**HISTORIC SITE** Klinkner Hall (1886–1942), the East Bay's largest gathering site at San Pablo Avenue & 59th Street circa 1890 Courtesy Oakland Public Library's Oakland History Room
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Photos by marksearch unless noted

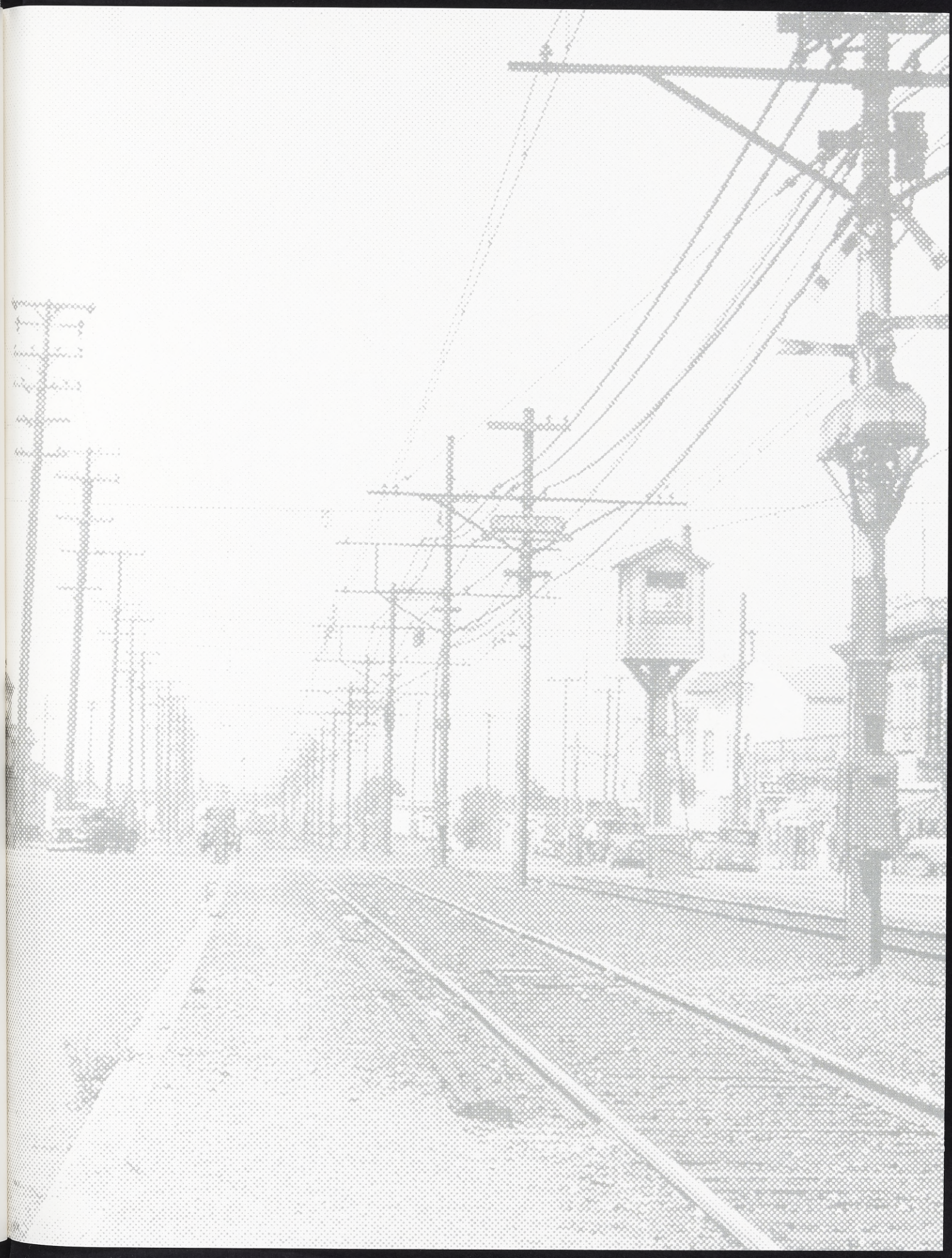


PHOTO PREVIOUS PAGE

Tracks for the commuter 'Red Train' along Stanford Avenue near San Pablo Avenue, 1925

Courtesy Oakland Public Library's Oakland History Room

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GOLDEN GATE LIBRARY LOCAL COLLECTION





